SEPTEMBER 2, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

W-L-E-E's Hooper growth no fluke!

HERE'S JUNE-JULY	WLEE	A	B	C	HERE'S THE WLEE GROWTH	APRIL MAY	MAY JUNE	JUNE JULY
MONDAY thru FRIDAY 8 A.M. TO NOON	26.9	9.9	31.4	31.8	MONDAY thru FRIDAY 8 A.M. TO NOON	15.7	20.9	26.9
MONDAY thru FRIDAY NOON TO 6:00 P.M.	23.8	25.6	22.2	28.3	MONDAY thru FRIDAY NOON TO 6:00 P. M.	14.3	20.6	23.8
SUNDAY thru SATURDAY 6 P.M. TO 10:30 P.M.	13.3	27.8	24.0	34.6	SUNDAY thru SATURDAY 6 P.M. to 10:30 P.M.	7.5	9.6	13.3
SUNDAY AFTERNOON NOON TO 6:00 P.M.	21.6	28.2	23.6	26.6	SUNDAY AFTERNOON NOON TO 6:00 P.M.	15.3	21.3	21.6
SATURDAY DAYTIME 8:00 A.M. TO 6 P.M.	31.5	16.9	29.6	22.0	SATURDAY DAYTIME 8:00 A.M. to 6 P.M.	25.6	27.6	31.5
TOTAL RATED TIME PERIODS	20.1	23.3	25.2	31.1	TOTAL RATED TIME PERIODS	12.3	16.0	20.1

In Richmond all eyes are on WLEE! You'll recall we opened Oct. 1st. And every month we've forged ahead in the race for share-of-audience. The steady, upward increase in our Hooper ratings indicates that listeners know a live wire station when they hear one. So do smart time buyers when they see steady-as-a-rock figures such as these. WLEE belongs on any list trying to cover Richmond.

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, Director IRVIN G. ABELOFF, Gen. Mgr. *Represented by Headley-Reed*

TWO THOUSAND YOUNG NEIGHBORS CAME TO OUR SHOW . . .

Tomorrow's Friendly Audience . . .

INTENTLY FOLLOWING every word, 2,000 boys and girls sat in on a WLS broadcast July 9—a program familiar in their homes from babyhood. It was WLS Dinner Bell Time, America's pioneer farm service program.

BUT THIS PARTICULAR DINNER BELL belonged to them. They were the 2,000 4-H Club members from every Indiana county, attending the annual 4-H Round-up on the Purdue University Campus.

SEVENTEEN OF THEIR COUNTIES were represented on the stage in Purdue's huge Music Hall, as WLS and Prairie Farmer awarded the gold, silver and bronze plaques honoring these seventeen counties for outstanding achievement in 4-H work—calf-raising, cooking, clothing design, and all the other facets of practical farm living touched by the far-reaching 4-H program.

In the audience were dozens who had contributed to the winning of these annual WLS awards —and hundreds more quietly stating their determination to be honored next year.

And in this broadcast, with its 2,000 studio visitors, is the explanation of how WLS has become "one of the family in Midwest America," a part of the lives of the people in Indiana and Michigan, Illinois and Wisconsin.

This and complete weather service, market reports, news, down-to-earth entertainment exemplify the quiet, neighborly way WLS serves these people; today's and *tomorrow's* friendly, receptive audience for your program on WLS.

Some of the Indiana 4-H Club boys and girls with the plaques awarded July 9 at Purdue. (above) Part of the audience for WLS Dinner Bell Time.

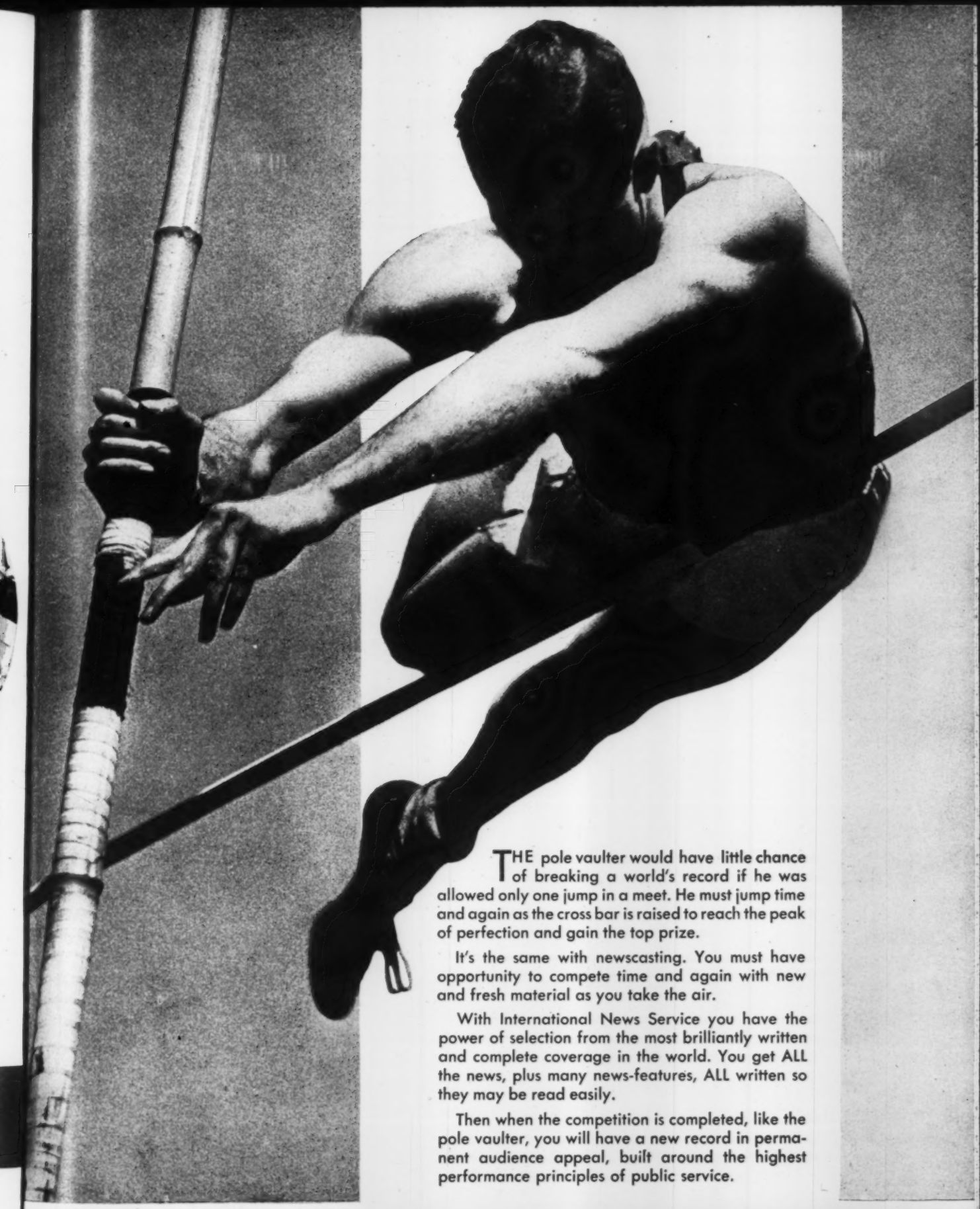
A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas



THE pole vaulter would have little chance of breaking a world's record if he was allowed only one jump in a meet. He must jump time and again as the cross bar is raised to reach the peak of perfection and gain the top prize.

It's the same with newscasting. You must have opportunity to compete time and again with new and fresh material as you take the air.

With International News Service you have the power of selection from the most brilliantly written and complete coverage in the world. You get ALL the news, plus many news-features, ALL written so they may be read easily.

Then when the competition is completed, like the pole vaulter, you will have a new record in permanent audience appeal, built around the highest performance principles of public service.

INTERNATIONAL NEWS SERVICE

BROADCASTING... at deadline

Closed Circuit

BRUNTON BROTHERS, owners of KQW, CBS San Francisco outlet whose plan to sell to CBS for $950,000 denied tentatively by FCC proposed decision, have retained Dow, Lohnes & Albertson as new Washington counsel, following recent accidental death of George B. Porter [BROADCASTING, Aug. 19]. Lohnes firm will represent KQW in FCC proceeding involving competitive application of KSFO, Wesley I. Dumm's San Francisco outlet for coveted 740 kc assignment with 50 kw.

NEGOTIATIONS for purchase of WOV New York by David Dubinsky's ILGWU for about $600,000—double amount agreed upon with Mester Bros., New York food merchants—fell through last week at eleventh hour. Conversations opened with Arde Bulova, New York watch manufacturer, also principal owner of WNEW, despite litigation of Mester Bros. who seek to overturn FCC denial of transfer. Reasons for failure of ILGWU negotiations not divulged after Sanford Cohen, WOV-Bulova attorney, and Marcus Cohn, Washington radio counsel for ILGWU, had practically all of it down in writing.

POWER DENOMINATOR of 750,000 w rather than 500,000 or 1,000,000 w being used by Clear Channel group in preparation of main exhibit for clear channel hearings. Whereas clear channel stations originally indicated varying powers in excess of 50,000 w limitation clear channel engineers, for exhibit purposes, concluded it desirable to compromise on 750,000 w to plot coverage on exhibits.

COLE WYLIE, general manager of ZBM Hamilton, Bermuda, established earlier this year, will wind up his identity with resort station because of effects of tropical climate on health. He will devote full time to KREM Spokane, authorized last month, slated to begin operation before year's end as local independent. He has suffered from arthritic condition which had its onset during the war in India and is aggravated by damp climate.

SMALL-TOWN network in Pennsylvania now reported in Philadelphia radio circles. WNAR Norristown, Rahall Broadcasting Co.'s new outlet that debuted last week, owned by same group that has station in Allentown and affiliation in Chester, providing nucleus for statewide hookup.

SLATED for appointment as Chicago manager of WLW Cincinnati is Harry Albrecht. William P. Robinson, present Chicago manager, goes to WINS New York (see earlier story page 40).

THOSE Russian-language broadcasts promised last spring by Assistant Secretary of State Benton may hinge on President Truman. State Dept. wants to use certain European transmitters in Army's hands. Army doesn't want to

(*Continued on page 93*)

Upcoming

Sept. 9-10: NAB Small Market Stations Executive Committee, Hotel Statler, Washington.

Sept. 11: Brand Research Foundation, regional meeting, San Francisco.

Sept. 19-22: Affiliated Advertising Network annual meeting, Salt Lake City.

(Other upcomings on page 55.)

Bulletins

LOS ANGELES FM hearings, postponed from Oct. 14-25 because of conflict with NAB convention in Chicago Oct. 21-24 [BROADCASTING, Aug. 26], slated to start Nov. 18, still in Los Angeles.

COMMERCIAL VIDEO GRANT for WJAC Johnston, Pa., announced Friday by FCC. Authorization for Channel 13 (210-216 mc) with effective radiated peak power 9 kw visual, 6.8 kw aural; antenna height 971 ft.

FEDERAL TRADE COMMISSION ordered Paebar Co. and Alan F. Pater, 1819 Broadway, N. Y., to stop using "'We, the People" in titles of publications unless "clearly and conspicuously" stated they are not connected with radio program *We, the People*. Respondents must also discontinue using term "Who's Who."

Business Briefly

P&G DRAMAS ● Procter & Gamble Co., Cincinnati (Camay) Oct. 5 starts sponsorship of dramatic show on CBS Sat. 10:15-10:45 p.m. originating from Hollywood. Program will feature various movie stars in dramatization of current films. Agency, Pedlar & Ryan, N. Y.

'LIFE OF RILEY' BACK ● Procter & Gamble Co., Cincinnati (Teel), following summer lay-off resumes Sept. 7 *Life of Riley* on 135 NBC stations, Sat. 8-8:30 p.m. (EDST) with West Coast repeat 7:30-8 p.m. (PST). Agency, Biow Co., N. Y.

KREML PLANS ● Kreml Hair Tonic, New York, begins sponsorship *Sherlock Holmes* Oct. 12, 9:30-10 p.m. Sat. on ABC. Contract through Erwin, Wasey & Co., N. Y. Petri Wine, former series sponsor, continues Gregory Hood on Mutual, originally summer replacement for *Sherlock Holmes*. Petri Agency, Young & Rubicam, N. Y.

SINATRA SPONSOR ● P. Lorillard Co., New York (Old Gold), Sept. 11 returns *Songs By Sinatra*, featuring Frank Sinatra, CBS Wed. 9-9:30 p.m. Firm sponsored *Sad Sack* as summer replacement. Agency, Lennen & Mitchell.

GENERAL MILLS SHIFTS ● Sept. 2 General Mills, Minneapolis, shifts origination of NBC *Woman In White* and *Today's Children* from Chicago to Hollywood. Completes westward movement of sponsor's airings. *Masquerade* started from Hollywood June 3.

Verdict on Clears This Fall Held Unlikely

OFFICIAL HOPE for decision on clear channel question this fall apparently abandoned, with FCC now shooting for decision around first of 1947.

Acting Chairman Charles R. Denny Jr. disclosed Friday that no sessions in lengthy, heartily-disputed proceedings would be held in September but he would "like to see" decision by first of next year.

Thirty days' notice will be given before resumption of hearings, he reported.

Effort to get postponement of Oct. 1 deadline for submitting to other NARBA signatories U. S. plans for use of standard frequencies presumably necessary in view of impossibility of reaching decision by that time. Some sources feel, however, outcome of clear channel question should have little material value in NARBA negotiations, whether there is a breakdown, partial breakdown or no breakdown at all in exclusive frequencies.

While Commission is known anxious to get out decision at earliest practicable date, several factors contribute to delay in original plans to decide issues by "late August or early September" [BROADCASTING, April 22].

Chairman Denny pointed out engineers—both those of Commission and of participants in proceedings—still at work on final exhibits and studies. Informed industry sources estimate in this respect that five or six weeks may yet be needed to get FCC and participants remaining technical presentations in order.

Another factor contributing to doubt on decision date is uncertainty about time required for final session, whenever it does come. No indication yet by which to gauge accurately whether session will take one, two, or even more weeks to complete.

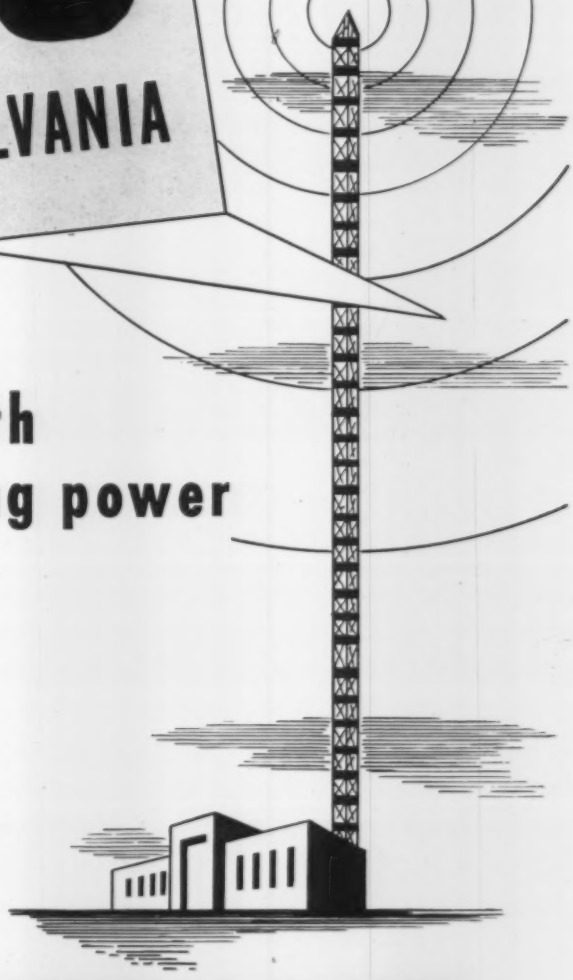
Other determining factors include length of time required for Commissioners to study evidence and make up minds, both individually and collectively. Complicating factor is unpredictable question of extent and relative urgency of other matters which will await FCC's attention at time.

Last session in proceedings Aug. 5 when Commission en banc held combined hearing and oral argument on proposed new engineering standards, which both came within and extended beyond clear channel scope. Decision on standards expected this month [CLOSED CIRCUIT, Aug. 26].

Hope for August or September decision on clears began dropping away several weeks ago, but belief then was that evidence would be in and decision reached by October or November at latest [BROADCASTING, July 22]. Hearings started in January, continued in lengthy but intermittent sessions ever since.

WKBO

HARRISBURG, PENNSYLVANIA



covers a market with higher-than-average buying power

Harrisburg is the capital city of prosperous Pennsylvania. Here the extensive railroad yards, steel mills and other plants combine with State and Federal employment payrolls to assure a prosperous market—stable employment. Because of the steady employment, residents of the Harrisburg area enjoy a higher-than-average standard of living. WKBO reaches these prosperous Harrisburg residents—your potential customers. We believe it pays you well to present your sales story over WKBO. Write for information.

Represented by **RADIO ADVERTISING COMPANY**

NBC • MUTUAL

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We've Never Tried to Sell Him An Icebox

BUT--We do sell the market in the Omaha and Council Bluffs area—the folks in our own backyard and beyond. And we're doing a top-flight selling job for scores of advertisers in the biggest market between Chicago and Denver, Minneapolis and Kansas City. In the four counties which comprise this area, there are more people than in three times as many counties in any other section of Nebraska or Western Iowa. A call or wire will bring prompt information on a KOIL-built program that will sell this big concentrated market for you in the heart of the rich, Missouri Valley basin.

EDWARD PETRY & CO., INC.
National Representatives

BROADCASTING
TELECASTING

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® Reg. U. S. Pat. Office

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Say, "PARD"

. . . WE'VE PUT OUR BRAND ON THE ARK-LA-TEX!

. . . and you can put YOUR brand on it, too! KWKH has the market all roped and tied, has a hot fire for the branding. There's a 50,000-watt signal on 1130 kc that will burn a lasting impression on this rich cattle-oil-and-industry section know as Ark-La-Tex. Most of the nation's biggest brands are on our market now . . . let us add YOUR brand through a spot schedule in the fall and winter round-up.

Represented by The Branham Co.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Keep your eyes on the ne

where radio ownership jumped 37.1% in the last five years

Always a good buy, WBT now rates better than ever. Lots better!

Radio ownership in North and South Carolina has jumped 37.1% since 1940...an increase twice as large as the national average!* That means a huge "bonus" audience for advertisers throughout WBT's 83-county, Day-Night Primary Area.*

What's more, income in the WBT Area has more than doubled since 1940! Gross effective buying income is at an all-time high—$1,796,250,000.†

Thousands more radio families. With millions more to spend. No wonder the country's smartest advertisers place the new Carolinas among their "Must Markets." And no wonder they insist on using WBT. With Columbia Network programs and network-quality local originations, 50,000-watt WBT commands a larger average audience than the combined total of all other stations within its Primary Area!

Keep your eyes on the *new* Carolinas. And let WBT keep Carolina eyes on *your* product and brand name.

*BMB Survey, January, 1946 *CBS 7th Series Listening Area Study
†Sales Management's Survey of Buying Power, 1946

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS

SOUTHEASTERN BROADCASTING COMPANY
CHARLOTTE, 50,000 WATTS · THE SOUTH'S PIONEER STATI

the new Carolinas . . .

WBT

535,506,726* WERE PRODUCED IN TAMPA LAST YEAR.

...AND, DAY & NIGHT, WFLA PRODUCES BEST RESULTS IN THIS INDUSTRIAL CENTER.

* Tampa factories manufactured 535,506,726 cigars last year, and led the nation in the production of handmade cigars.

Cigar manufacturing is one of the many industries which have made Tampa the industrial center of Florida—and a stable year 'round market. Tampa means business—ALL season...EVERY season! Advertisers seeking thorough, effective coverage in this rich, heavily populated market use WFLA. Morning, noon and night, WFLA is the most-listened-to station in the heart of the Tampa trade area.

5000 WATTS
DAY AND NIGHT

WFLA

The Tampa Tribune Station

TAMPA NBC

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO

Feature of the Week

"CONVICTED of first degree normal health STOP Sentenced to four years labor STOP Will be sworn in Saturday STOP," so reads the telegram received by H. Quenton Cox, KGW Portland, Ore. general manager, from Don Rickles, former station "wonder-boy" announcer about to enter Annapolis.

Now 18, he was eleven when he did his first show on Benson High School's KBPS Portland, Ore., after winning a grade school competition for announcers. He was part of the staff of subsequent shows until, at 13, he wearied of his amateur standing and joined KVAN Vancouver, Wash., as record m.c., technician, news editor, announcer and master of ceremonies. He mowed the lawn between platters.

At 15 he auditioned at KGW and was accepted by an amazed Frank Coffin, then chief announcer, whose only fear was not the quality of the youth's voice—but the possibility it might change in the middle of a commercial. That possibility never materialized.

Between announcing jobs he completed his high school education and 18 months at Reed College,

DON

and did so well in his qualification examinations for the Naval Academy that he was selected from the entire state as first alternate. A resignation made Mr. Rickles the principal according to Oregon Sen. Wayne Morse, who announced the appointment.

Sellers of Sales

A SINGING HALFBACK who turned his back on both talents to enter banking found out his first love was actually radio. With an understanding of law, finance and radio he eventually became business manager of Young & Rubicam's Hollywood office. That's the story of Bruce Gibson Eells, an Iowan who took root in California.

Today at 35, this versatile young man has an active hand in the management of eight transcontinental programs and three regional shows. Time and talent costs for these are reputedly close to an annual $10,000,000.

His job is an unusual one, calling for a thorough understanding of functional administration as well as a grasp of the creative elements so vital to successful radio.

His first soprano effort was heard July 12, 1911, in Sioux City, Iowa. Later as a baritone, he won the Atwater Kent Foundation award in 1928, taking the Iowa finalist's crown. Between times, he learned to play football and excelled at that as well.

Combining his halfback chores with singing, while attending Drake U., Des Moines, he began to draw his first checks from radio, thanks to the managements of KSO and WHO. In addition he wrote, produced, participated in and sold his own programs for KSCJ Sioux City. Subsequently he was heard over WGN and WBBM in Chicago when he became an assistant national bank examiner in the employ of the Treasury Department.

Through his work in bank examining, he found that there were glaring examples of mismanagement of the business affairs of radio and movie people. As a result of counsel rendered one particular star, he was encouraged to become a business management counsellor. Thus for the next two years he made advice pay but the urge to get back to radio was strong.

BRUCE

So in 1939 he joined the Don Lee Broadcasting System in Hollywood as an account executive and in three years progressed to post of sales manager at KHJ. He left this to join Young & Rubicam in April 1943.

Aside from radio, he says his family is his main interest. In 1933 he married Margaret Leistikow of Pasadena and today they boast two daughters, Margaret Ann, 12, and Sandra, 9.

At Drake he joined ATO and also is a member of the Hollywood Athletic Club.

OUR LISTENERS WILL ALL HAVE JOBS!

What's the job outlook for postwar Washington? 1161 employers give this answer:

For every four persons employed full time by private business firms in the Washington area in July 1944 . . . five will be needed after conversion to peacetime operation.

Yes . . . it's a stable market with money to spend. And to reach them by radio . . . use their entertainment station . . . WWDC.

26% INCREASE IN EMPLOYMENT

Firms estimated they would require 26% more people within a year after the war than they employed in July 1944. This need is great enough to offset the expected curtailment of government employees. These figures furnished by the Planning Committee of the Washington Board of Trade and The Opinion Research Corp. of Princeton, N. J.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

FORJOE & COMPANY

TRACK 4
TRACK
TRACK
MARGARET WYLIE
J. WALTER THOMPS
LINNEA NELSON
YOUR GREAT OPPORTUNITY HAS FINALLY COME----- TONIGHT YOU PLAY AT CARNEGIE HALL
NO! I MUST STAY IN THE HOTEL AND LISTEN TO WOV's PRAIRIE STARS
WITH ROSALIE ALLEN
VING FULLER

AT 10:15 P. M., NEW YORKERS WHO LIKE OLD TIME MUSIC SWING THEIR DIALS TO WOV . . .

for public service

METROPOLITAN, yes . . . the largest, most active and highly concentrated metropolitan center in the world. Yet, New Yorkers are not necessarily sophisticates in their choice of music and entertainment. An example is "Prairie Stars" with Rosalie Allen. Here's an appealing, entertaining, recorded show that has sold itself to New York's vast radio audience. And it can do a selling job for you . . . Monday through Friday at 10:15 p.m.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
NEW YORK

NOW THAT YOUR STATION

WORLD CAN HELP YOU MAKE MONEY!

DON'T GO AWAY, YOU OLD-TIMER ...THIS CONCERNS YOU, TOO!

Any program you offer for sponsorship must do two selling jobs. It must sell the sponsor and it must sell his goods.

SELLING THE SPONSOR

The first of these is the hardest. There's no telling just which type of entertainment your prospective sponsor is going to like best. So you have to be ready with *all* kinds. You should have on hand the widest possible variety of material to choose from.

The World Library offers you the most comprehensive list of categories in the field. With World selections you can build musical programs of any type—classical, popular, concert, salon, folk song, patriotic, novelty, Latin American, college, religious, holiday, music appreciation, and a lot of others. Over 4,000 separate selections to choose from!

SELLING THE AUDIENCE

The second job your program must do is to sell your sponsor's goods. This means that listeners must enjoy what your station puts on the air. To hold their attention—and build an audience for your sponsor—you must give these listeners well-known talent, interesting programs, and top-quality sound reproduction.

STARS — Through our affiliation with Decca Records, Inc., and our constant contact with all other sources of entertainment talent, World Library offers you the best known names in radio, stage and screen today. The nation's foremost orchestras, vocalists, and novelty groups are at your service.

PROGRAMS — Also to help you build the most interesting programs out of the thousands of selections in the library, we provide you with the Continuity Service. From our New York headquarters, a steady stream of smartly-paced scripts —now numbering over 78 a week—are sent to subscribers.

SUPERIOR REPRODUCTION — Our top quality sound reproduction comes from our use of Western Electric Vertical Wide Range recording methods and the finest studios manned by experienced engineers. You get the best possible recording for FM broadcasting and plus quality for AM broadcasting. You get live tone quality from our Vinylite discs.

TO SUM IT ALL UP

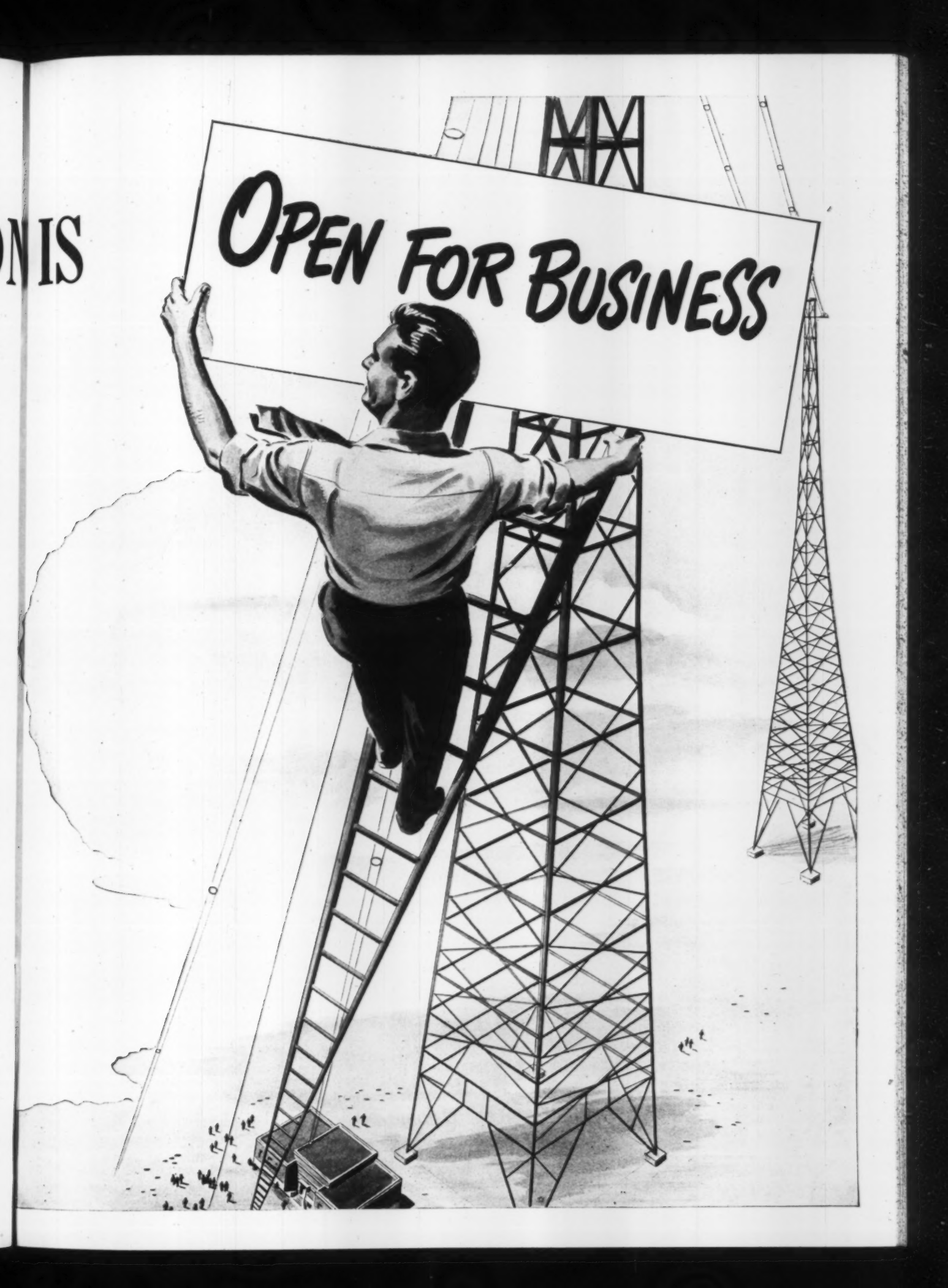
World Library gives you the material to build any type of program to suit any type of budget . . . for local, regional or national sponsorship.

If you're new in the business, it will pay you to know more about the World Library. We'll be glad to help you all we can. Just get in touch with the office nearest you. We're in the book.

WORLD LIBRARY
WORLD BROADCASTING SYSTEM, INC.
A subsidiary of Decca Records, Inc. WBS

Builds better programs

NEW YORK
CHICAGO
HOLLYWOOD
WASHINGTON


N IS
OPEN FOR BUSINESS

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● *Good* radio-station representatives are radio's most creative salesmen. *Good* radio-station representatives are therefore one of radio's *best assets.*

Because, without the revenue from national spot, few stations could continue to give the *service* that makes more than 28,000,000 U. S. families *listen daily.*

F&P is proud of the *extra effort* we have put into spot-broadcasting. As one tangible measure of that extra effort, we cite the F&P brochure, "Radio—One-Quarter Century of Progress". *It will give you a new conception of the comparative costs of spot radio, newspapers, magazines, and network radio.* Write or 'phone for your copy.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6373 · NEW YORK: 444 Madison Ave. Plaza 5-4130 · DETROIT: 645 Griswold St. Cadillac 1880 · SAN FRANCISCO: 58 Sutter Sutter 4353 · HOLLYWOOD: 6331 Hollywood Blvd. Hollywood 2151 · ATLANTA: 322 Palmer Bldg. Main 3667

BROADCASTING
TELECASTING

VOL. 31, NO. 9 WASHINGTON, D. C., SEPTEMBER 2, 1946 $5.00 A YEAR—15c A COPY

Porter Will Return to FCC by January 1

Denny to Revert To Former Position

By SOL TAISHOFF

PAUL A. PORTER will return to the FCC chairmanship before the end of the year, having just about completed his "trouble-shooting" assignment as OPA administrator, which began last February.

Within the next few weeks it is expected President Truman will announce that he has given Mr. Porter a recess appointment to the FCC, and will rename him chairman. The appointment will be subject to confirmation by the new Senate when Congress convenes in January, but that is regarded as virtually automatic.

Coincident with Mr. Porter's return, now regarded as certain unless there are unforeseen developments which would place him in another high Federal office, Acting Chairman Charles R. Denny Jr. will revert to his commissionership. President Truman may also take occasion to express a hearty "well done" to both of these young administrators when he announces the Porter reappointment.

Vacation Probable

Mr. Porter probably will not assume office immediately upon reappointment. He is being urged to take his first real vacation in a half-dozen years. Since OPA is about to reach the liquidation stage, winding up its affairs by June 30, it is felt Mr. Porter can relinquish his assignment there within a few weeks without unduly discommoding operations.

When the President drafted Mr. Porter for the OPA assignment to stem the tide against inflation, he said it would be temporary, and that he expected Mr. Porter to return to the Commission. Originally the plan was for a six-month leave of absence, but under the law it was necessary for Mr. Porter to resign the FCC post. In the interim, the President has kept the FCC post open and the Commission has functioned with six members since last February.

Several times the President was urged to fill the vacancy to give the FCC its full complement of seven members. Moreover, Mr. Porter had indicated that he did not plan to return to the FCC and there was some thought that he would return to private practice of law, or enter business. It was reliably reported that he has several standing offers for law firm partnerships as well as for executive posts in private industry.

MR. PORTER

May Resign Later

How long Mr. Porter will remain with the Commission is problematical. He will be reappointed to fill his former unexpired term, which runs until June 30, 1949. It is doubted, however, whether he will complete that tenure. His friends discount repeated reports that he will become chairman of the Democratic National Committee, succeeding Robert Hannegan, who would devote his full energies to his postmaster generalship. Mr. Porter was publicity director of the Committee during the 1944 Presidential campaign.

Mr. Porter personally recommended 33-year-old Charlie Denny for the Acting Chairmanship when President Truman effected the OPA reorganization. During his 14 months with the FCC, Mr. Porter had leaned heavily upon the former general counsel in grappling with the unprecedented postwar work-load. He likewise had been instrumental in procuring Mr. Denny's promotion to a commissionership less than a year before.

While no formal comment is forthcoming as to when Mr. Porter will return to the FCC, chances are it will not be until late this year. Mr. Denny, as acting chairman, is scheduled to address both the Television Broadcasters Assn. annual conference in New York Oct. 10, and the NAB convention in Chicago Oct. 21-24.

Returning to the FCC with Mr. Porter will be Dorothy Page, his top secretary, who has been with him for the last four years in his treks from OPA, where he was deputy administrator in charge of rent controls in 1942, to the FCC, and back to OPA.

FCC Disc Liberalization Rule Assailed

Briefs Claim That Live Talent Affected Under Ruling

By RUFUS CRATER

CBS and NBC, the American Federation of Musicians, KFI Los Angeles, KVOO Tulsa and WTMJ Milwaukee told FCC last week that it had gone too far in its proposed liberalization of Rule 3.407 regarding identification of recordings [BROADCASTING, June 10, Aug. 26].

They asked for a de-liberalization of the plan at least to the extent of requiring that recordings be identified as such if the talent used on them is identified. In its present form, they contended, the proposed amendment would encourage broadcasters to use recorded rather than live programs.

"That the Commission still recognizes the importance of live talent is abundantly demonstrated" in its March 7 Blue Book, KFI declared.

CBS contended the rule as proposed is "vague and indefinite and subject to varying interpretation," is "confusing and contradictory," and "would seriously impair public acceptance of broadcasting."

NBC claimed the rule should be —but in its proposed form is not— based on the principle that "use of live talent deserves recognition and encouragement, and it should be afforded every reasonable and effective protection."

Would Hit Artists

AFM maintained the amendment would result in "fraudulent" practices and by encouraging substitution of recorded for live programs would "cut off [artists'] employment opportunities" and "create an imposing obstacle to the future development and expansion of radio programs."

KVOO said it thought the Commission actually intended to require announcement of transcriptions when talent is identified, but suggested that this be specifically required.

WTMJ proposed a similar solution.

CBS and NBC, AFM, and KFI presented their views in formal briefs filed Monday on the deadline for statements on the projected amendment. KVOO and WTMJ outlined their suggestions in letters from their respective attorneys a few days before deadline. NAB, Westinghouse Radio Stations and KGIR Butte have submitted general endorsements of the amendment in its present form, while Bamberger Broadcasting Service (WOR New York) recommended liberalization of the rule as it relates to identification of short spot recordings [BROADCASTING, Aug. 26]. Date for oral argument has not been set.

The proposed amendment would require that a recording be identi-

(Continued on page 79)

SPECIFIC PROTECTION for live talent in FCC's proposed amendment to the transcription identification rule (3.407) was requested last week by several licensees and American Federation of Musicians, who suggested that the projected liberalization is, in that respect, too liberal.

Philco Signs ABC For Crosby Show

Official Announcement Made By Woods and Carmine

OFFICIAL announcement that ABC has signed a contract with Philco Corp., Philadelphia, to broadcast Bing Crosby transcriptions [BROADCASTING, Aug. 19], was made in New York last week by Mark Woods, ABC president, and James H. Carmine, vice president of Philco.

When Mr. Carmine on Aug. 15 signed the crooner for a transcribed series, it was said that in addition to ABC, the station list for the transcriptions will include 400 outlets in the United States, Canada, Mexico and other countries.

The *Crosby Show*, first of the headliners to take to the air in a transcribed commercial series, will be heard Wednesdays at 10 p. m., in the eastern time zone and at 9 p. m. local time in all other zones on 211 ABC stations. On the estimated 400 other stations times will coincide as nearly as possible with those of the network outlets.

The independent business will be placed by Philco's agency, Hutchins Adv., Philadelphia.

The series will begin Oct. 16.

Appearance of a top star like Mr. Crosby on transcribed shows may provide the answer to a long-standing question: Will the public cotton to a canned show, even if it features a performer as popular as the crooner?

It had been reported that Philco's contract with Mr. Crosby included a provision that if the singer's Hooperating on the transcribed show falls beneath a specified level, he will return to live production.

COMPLETING NEGOTIATIONS for the Bing Crosby series on ABC stations are (l to r) standing: Pierson Mapes, vice president of Hutchins Adv. Co.; Mark Woods, ABC president; and Edward J. Noble, chairman of the board of ABC. Seated is James H. Carmine, president of Philco Corp., sponsor.

Coca-Cola Resumes

COCA-COLA Co. Atlanta, Ga., Sept. 9 resumes sponsorship of *Spotlight Bands* on MBS, Mon.-Wed.-Fri. 9:30-10 p. m. For eight weeks show was sponsored by Army Recruiting Service and toured the service camps, ships and hospitals. Program will feature Guy Lombardo and his orchestra on Monday, Xavier Cugat and his band on Wednesday and Harry James and his orchestra each Friday. Agency for Coca Cola is D'Arcy Adv., New York.

Citrus Group Signs

FLORIDA CITRUS COMMISSION, Lakeland, Fla. (canned citrus juices), Aug. 30 started sponsorship of the Fred Waring program on more than 150 NBC stations, Mon.-Wed.-Fri. 11-11:30 a. m. Waring show is sponsored by the American Meat Institute on NBC Tuesday and Thursday. Agency for Citrus Commission is Benton & Bowles, New York.

Eversharp Buys ABC

EVERSHARP Co. (Schick razors) has bought the Fri. 8-8:30 p. m. period on ABC beginning Nov. 1 through its agency, Biow Co., New York. Agency is contemplating two shows to fill the time, *Fat Man* and *Mr. Opportunity*. Eversharp also will sponsor for 10 weeks *Tonight on Broadway* Monday on CBS.

Texas Co. 11th

THE TEXAS Co. begins 11th year of sponsorship on CBS with *Texaco Star Theatre* featuring Eddie Bracken starting Sept. 29 on full CBS network Sun. 9:30-10 p. m. New show is packaged and owned by Mr. Bracken. Agency is Buchanan & Co., New York.

Tidewater Places

TIDEWATER ASSOCIATED OIL Co., San Francisco (gasoline), Sept. 28 starts for eight weeks sponsoring major West Coast football games on 18 ABC western stations, Sat. 2-4:45 p.m. (PST). Schools are: U. S. C., U. C. L. A., Stanford, U. of California, Berkeley, St. Mary's, U. of San Francisco, Washington, U. of Santa Clara and Oregon State. Agency is Buchanan & Co., San Francisco.

Drawn for BROADCASTING by Sid Hix

"Darling, I think you've been doing too many remote broadcasts lately!"

Kay Kyser Signs New Contract, Reduces Show

FOR THE first time in nine years *Kay Kyser's College of Musical Knowledge* will be reduced from one hour to a half-hour show. It is now sponsored by Colgate-Palmolive-Peet Co. for Palmolive Soap. Mr. Kyser has definitely been released from his contract with American Tobacco Co. He had been lend-leased to Colgate-Palmolive-Peet since Dec. 11, 1944. The new contract with the latter company for the half-hour show is said to be a "long term" one. The half-hour show goes into effect on Oct. 2 in the 10:30-11 p. m. period on NBC. Contract was placed through Ted Bates Inc., New York.

American Tobacco Co. will retain the first half-hour released by reduction of the Kyser show, 10-10:30 p. m. The agency, Ruthrauff & Ryan, is contemplating putting in *Frank Morgan Show*.

Gillette Sponsors Title Fight on ABC Sept. 18

GILLETTE Safety Razor Co., Boston, will sponsor the Joe Louis-Tami Mauriello heavyweight championship fight at Yankee Stadium, New York, Sept. 18 on ABC. Account placed through Maxon Inc., Detroit, Gillette agency.

Bill Corum and Don Dunphy, who reported the Louis-Conn fight June 19, will describe the Sept. 18 bout. The Louis-Conn match, also aired on ABC for Gillette, earned a 67.8 Hooper rating.

Gillette is also sponsoring the Sept. 6 welterweight title bout at Yankee Stadium between Marty Servo and Sugar Ray Robinson on both ABC and WNBT, NBC video station in New York.

P&G Resumes

PROCTER & GAMBLE Co., Cincinnati (Duz), Sept. 7 resumes *Truth or Consequences* featuring Ralph Edwards on 136 NBC stations, Sat. 8:30-9 p. m. (EDST) with West Coast repeat 7-7:30 p. m. (PST). Agency is Compton Adv., New York.

Skelly Renews

SKELLY OIL Co., Kansas City, has renewed *Skelly News* on 24 NBC stations six times weekly 8-815 a. m. (CDST) for 52 weeks effective Sept. 9. Program is broadcast from Chicago. Agency is Henri, Hurst & McDonald, Chicago.

Jan Schimek

JAN SCHIMEK, 44, former CBS director of copyright and associate director of the editing department, died Aug. 27 at his home in Forest Hills, Long Island, N. Y., after a long illness. Mr. Schimek joined CBS in 1930 as director of literary research in the continuity division of the program department. Surviving is his wife, Madeleine.

Simpler Application Forms Soon

Budget Bureau Will See Proposed FCC Papers Next Month

FCC FORMS used by broadcasters are being simplified, the Commission announced last week. FCC said it thought they could be reduced to meet legal and engineering requirements and "at the same time be mutually convenient in reducing work in filling out and processing."

SIMPLER FCC application forms for broadcasters are on the way.

To be submitted to the Budget Bureau about mid-September, the proposed new forms are expected to be "an improvement" over present forms but will not, it appeared, represent full accomplishment of industry's wishes in the matter of questionnaires.

The Commission officially announced last week that "simpler applications for broadcast and other authorizations" are "in preparation," but did not go into details. These will come, the announcement said, "when these (forms) are ready for issuance."

"The Commission feels that it can simplify forms to a degree that will meet legal and engineering requirements yet, at the same time, be mutually convenient in reducing work in filling out and processing," FCC said.

Industry has been given a voice in preparation of the proposed forms through the Radio Subcommittee of the Advisory Committee on Government Questionnaires, which has consulted informally with both FCC and Budget Bureau officials.

Coy Writes Members

Wayne Coy, vice president of WINX Washington and chairman of the Radio Subcommittee, has written all committee members to notify them that the Budget Bureau, which must approve all forms used by Government agencies, has agreed to supply copies of the proposed broadcast forms for committee study and recommendation before acting upon them. Mr. Coy said he would call a committee meeting soon after each member has received copies of the proposed forms.

In event of any serious gap between committee members and the FCC, it was believed that the Budget Bureau would hear both sides and then make the final determination. Industry sources indicated a belief that the new forms would "go a long way toward what broadcasters want" but would "not give them everything they want in the way of questionnaires."

Budget Bureau is not expected to go into the question of whether or to what extent program questions should be included. Rather, it will approve or reject the forms on procedure only. It was indicated, however, that the new forms will be predicated on the FCC Blue Book policy.

FCC forms which expired June 30 are now being used under a Budget Bureau extension to Sept. 30.

Members of Mr. Coy's Radio Subcommittee are Charles Barham Jr., WCHV Charlottesville, Va.; Kenneth Berkeley, WMAL Washington; H. J. Brennen, WJAS Pittsburgh; Carl Burkland, WTOP Washington; John Elmer, WCBM Baltimore; Merle S. Jones, WOL Washington; C. T. Lucy, WRVA Richmond; Herbert L. Pettey, WHN New York; Carleton D. Smith, WRC Washington; Richard C. Steele, WTAG Worcester; C. E. Arney Jr., NAB secretary-treasurer (subcommittee secretary).

News Announced

FCC's announcement that new and simpler broadcast forms are in preparation was made in a news release reporting on short-cuts executed or planned by the Commission. Forms and other paper work are being pared "to the barest minimum consistent with administrative requirements" in order to speed the handling of FCC's postwar work-load, the release said.

As an indication of its plans, the Commission pointed out that it is "about to issue" FCC Form 401-B for police, fire or forestry radio station construction applications, cutting the old eight-page, 34-question form to 13 questions on one page. A comparable reduction is being made in Form 401-C for utility or miscellaneous radio services. Form 404-A now constitutes both application and license for non-scheduled aircraft stations and the same thing is being done for radiotelephone-equipped ships in 501-A, now being printed. Application forms for amateurs have been revised and preparation of individual records has been reduced from seven typing operations to one.

Other short-cuts reported by FCC include extension of licenses by blanket order or in blocks wherever possible; renewing special temporary authorizations without reissuing the documents; abandoning designation of serial numbers in cases where a transmitter is replaced by another of the same type; no longer requiring operators to furnish fingerprints and evidence of citizenship.

Draft Status

THERE IS NO specific industry exemption applicable to radio in the present Selective Service draft, according to Selective Service headquarters in Washington. "To get an exemption," a spokesman said, "a man must prove himself indispensible to the national existence." Advanced students in some studies, however, like radio engineering, may be certified, and then are given "special consideration by the local draft board," he stated.

U. S. Steel Resumes

U. S. STEEL CORP., New York, Sept. 8 for 52 weeks renews *Theatre Guild on the Air* on ABC Sun. 10-11 p. m. The show has been on a summer hiatus since June 9 during which time U. S. Steel has been sponsoring *Hour of Mystery* on ABC in same time period. Agency is BBDO New York.

Harvel Replaces

HARVEL WATCH Co., New York, Sept. 15 replaces the *Cliff Edwards Show* on ABC Sun. 1-1:15 p.m. with Johnny Thompson and his orchestra. Agency is A. W. Lewin Co., New York.

FCC Adopts 150-page Rules Revision

Commission Will Hold Seminar Period Tuesday

REVISED PART I of FCC's Rules and Regulations relating to organization, practice and procedure, approximately 150 pages in length, will be released Wednesday. The revision, bringing the rules in line with the Administrative Procedure Act, was adopted last Tuesday, will be discussed in an FCC-bar-press seminar Tuesday afternoon.

A COMPREHENSIVE, 150-page revision and re-statement of Part I of FCC's Rules and Regulations relating to organization, practice and procedure was adopted by the Commission last Tuesday and will be made public this week.

The new Part I was formulated to give effect to the Administrative Procedure Act (Public Law No. 404), which spells out statutory guides for Federal administrative agencies generally and, for FCC and other agencies, provides among other things for substantial changes in administrative procedure, particularly with respect to hearings before examiners [BROADCASTING, July 8].

Set for Release

The new rules are set for release Wednesday. But because of their length and "the important nature of the rules," FCC announced their adoption last Wednesday, made copies available Thursday "for study" by members of the press and bar, and called a seminar for Tuesday to discuss their import and the changes involved and to hear questions and suggestions for future amendments to the law.

Harry M. Plotkin, FCC assistant general counsel, who with Acting Chairman Charles R. Denny Jr. supervised preparation of the new version, will conduct the seminar. It will be held at 2:30 p. m. Tuesday in Room 6121, New Post Office Bldg. and will be attended by attorneys and news reporters.

Arrangements for the conference were made by FCC and the Federal Communications Bar Assn. through FCBA President Philip G. Loucks of the Washington law firm of Loucks & Scharfeld, and the FCBA Committee on Practice and Procedure, headed by Karl A. Smith of the firm of Hogan & Hartson. Mr. Loucks has written FCBA members urging them to study the revised rules and be present at the seminar.

Under terms of the Administrative Procedure Act, all its provisions must be effective by June 11, 1947 (12 months from date of signing by President Truman), but some parts must take effect by Sept. 11 this year. Effective date of FCC's revised rules will be announced when they are released.

Although the new rules of the Commission may not be disclosed until Wednesday, the Act upon which they are based indicates the general trend future operation will take. A summary in the July 8 issue of BROADCASTING showed the Act's effect upon broadcast matters before FCC would include:

Responsible to CSC

1. Hearing examiners will be responsible to Civil Service Commission rather than to FCC, effective by June 1, 1947; however, the Commission en banc or one or more Commissioners may also, as now, conduct hearings.

(Informed opinion interprets the Act as permitting FCC to continue using staff members to preside in hearings on applications for new facilities but requiring use of the new examiner system in other cases —such as renewals, transfers, and changes in facilities.)

2. Examiners may issue initial or recommended decisions which, in

(*Continued on page 83*)

Return of KOB Sought by New Mexico

Petition for Involuntary Transfer to College Filed by Regents

By J. FRANK BEATTY

THE State of New Mexico, which sold KOB Albuquerque (770 kc, 50 kw special authorization) to Albuquerque Broadcasting Co. in 1936 (for $25,000 and program time) wants the station back. Petition for involuntary transfer of the KOB license to the Board of Regents, New Mexico College of Agriculture & Mechanic Arts, was filed by the board last week with the FCC.

The action marks the latest maneuver in a series of legal skirmishes between the regents, represented by Loucks & Scharfeld as counsel, and KOB, represented by Pierson & Ball [BROADCASTING, June 17].

Pending in Courts

Pending in Federal courts are two actions in which the regents ask (1) reversal of a U. S. District Court ruling Dec. 7, 1945 that KOB need not give the college certain specified hours of free time because it would thus violate its duties as an FCC licensee and (2) $500,000 damages for 250,000 alleged violations of a contract of sale clause calling for mention of the college in station identification announcements.

Allegedly ambiguous language in the 1936 contract provides basis for the legal jousts. The regents claim that KOB has failed to comply with its request of June 30, 1945 for approximately an hour a day of free time, according to the petition filed at the FCC by Joseph F. Zias, of Loucks & Scharfeld.

In addition to small amounts of time then used by the college, the regents asked 10-10:30 a. m. Sunday; 5:30-45 p. m. daily except Sunday; 8:30-9 p. m. daily except Monday and Thursday. The contract calls for daily 30 minutes before 6 p. m. and 30 minutes after 6 p. m.

KOB countered July 10, 1945 with a complaint filed in U. S. District Court that the regents were without contract rights; that the option time provision of the 1936 contract of sale was illegal; that compliance would violate its duty as a licensee; and refused to include name of the college in station announcements.

KOB Failure Alleged

The regents, in asking the FCC for KOB's license, claim KOB has failed to comply and "apparently never had any intention of complying with its obligation to furnish the regents the very valuable consideration which induced the regents to sell the station. . . ." Further alleged is "clear failure of consideration." If the contract is illegal as contended by KOB, according to the FCC petition, it was illegal at its inception and Albuquerque Broadcasting Co. acquired the station under an illegal contract having no binding force and effect.

The regents claim it is incumbent on the FCC to "right the great wrong perpetrated on the college" and place the parties as nearly as possible in status quo at the time of the 1936 transfer.

Fund of $50,000 is available to the regents for use in acquiring the KOB plant, should involuntary transfer be ordered, in addition to authority to issue bonds. If the plant cannot be purchased, the regents can use the money to acquire equipment and studio facilities provided FCC grants its application for station license. The regents last July 30 authorized appeal to the FCC and directed the college president to set up a radio department.

In the Dec. 7 decision the Federal District Court held that administrative discretion of the FCC was not invaded by its ruling to the effect that KOB would violate duties as a licensee by yielding the time requested by the regents.

Appeal to the U. S. Circuit Court of Appeals was taken Jan. 8 by the regents on the ground that the court decision invaded the FCC's primary jurisdiction by deciding an administrative question concerning public interest in licensing and operating a station under the Federal Communications Act.

Sept. 16 Hearing

This appeal comes before the appellate court at Denver Sept. 16.

Should the regents be granted involuntary transfer of the license, the station will have a revised program format, according to the petition. Series of Spanish lessons will be broadcast, and network and phonograph record time will be reduced. KOB at present carries NBC programs, as well as some ABC and MBS originations. The regents propose to have the same network affiliations.

Though the regents had originally asked $500,000 damages for alleged failure of KOB to mention the college on station identifications, this claim had been removed from the program phase of the litigation. Last Dec. 10 the regents filed complaint in State District Court asking the $500,000 damages and trial by jury. On May 17 KOB asked removal to the U. S. District Court. This trial will be heard later but the court has not fixed date for hearing.

INTRICATE stratagems by the State of New Mexico and KOB Albuquerque reached a climax last week, when the state asked the FCC for return of the station, which it sold to Albuquerque Broadcasting Co. in 1936. Involved in maneuvers are local political feuds of long standing. Parties in case are utilizing about everything in administrative and statutory books.

Albuquerque Broadcasting Co. (KOB) in a brief prepared for submission Sept. 3 to the U. S. Appellate Court, contends that the district court properly took jurisdiction in the Dec. 7 decision because a Federal question is involved, and that the exercise of jurisdiction by the court did not invade the primary jurisdiction of the FCC.

Leased in 1931

In a counter-statement of the case, KOB reviews history of station operation, stating that the station was leased by the college to Journal Publishing Co. in 1931 but that the Federal Radio Commission was not notified. In 1935

(*Continued on page 80*)

Moscow Conference Set for Sept. 28

Durr Is Slated to Head FCC Group; Miles Also Picked

PREPARATIONS for the next World Telecommunications Conference, probably in Chicago next April, will be made Sept. 28 in Moscow at a five-power telecommunications meeting, called by the Russian Government [BROADCASTING, Aug. 5]. Date was announced last week after Russia agreed to postpone the original date from Aug. 28.

Earlier plans of the U. S. to call a United Nations engineering conference in this country in October, preparatory to the plenipotentiary meeting, have been altered, since Russia issued the invitation for the September assembly. Tentative plans now are to suggest at the Moscow conference that an engineering meeting begin in the U. S. in January.

State Dept. will not announce the official U. S. delegation until after President Truman has approved the nominations of various interested agencies. It was learned, however, that Comr. Clifford J. Durr will head the FCC delegation, accompanied by Capt. Paul D. Miles, chief, Frequency Allocation Section; Marion H. Woodward, assistant chief engineer in charge of the Common Carrier Division and former head of the International Division, and David Adams, legal chief, International Division. Francis Colt deWolf, chief, State Dept. Telecommunications Division, will be chairman of the U. S. delegation.

RUSSIA has set Sept. 28 as date for five-power telecommunications conference (USSR, U.S., United Kingdom, China, France) preparatory to World Telecommunications Conference in U. S. next spring Comr. C. J. Durr will head FCC delegation, with Capt. Paul D. Miles as chief expert. Among problems expected: Controversy between USSR-Britain over use of 580 kc.

First Conference

Since this will be Mr. Durr's first international conference on communications, much of the Commission's participation is expected to fall on the shoulders of Captain Miles, veteran communications expert, a former chairman of the Interdepartment Radio Advisory Committee, and Naval Communications official during the war, and on Mr. Woodward, who has represented the U. S. at several international meetings.

Comr. E. K. Jett, the Commission's top authority on international communications matters and chairman of the Second North American Regional Broadcasting Conference in Washington last February, had been considered the likely candidate to head the FCC's delegation. He was understood to have been the State Dept.'s choice, but it was reported that since Commissioner Durr had not been assigned to any international conferences on telecommunications, Acting Chairman Charles R. Denny and some of the other Commissioners felt Mr. Durr should have the Moscow honors.

Although seven U. S. industry representatives have planned to send observers to the Moscow meeting [BROADCASTING, Aug. 26], the Soviet Union still has not replied to a request of the U. S. that industry observers be permitted. Russian representatives earlier had intimated that the Stalin Government was not prepared to entertain a large delegation and preferred that the visitors be confined to a minimum number.

Tentative plans are to send 21 U. S. delegates, including officials of State Dept., FCC, Army, Navy, Coast Guard, CAA and the Bureau of Standards. That list may be cut to 19, however, because of the general economic trend in Government, it was learned.

British-USSR Controversy

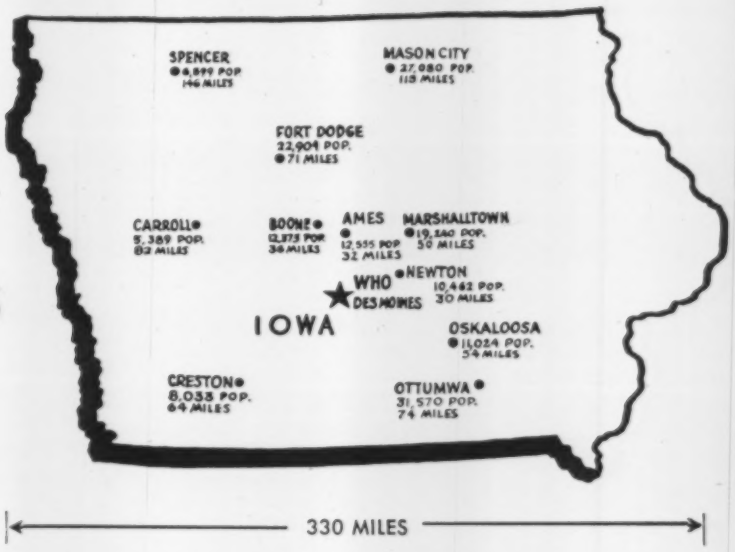
What promises to become a major issue at the Moscow conference is a controversy between the USSR and Britain over use of the 580-kc channel. A fortnight ago the British Broadcasting Corp. announced that its new "high-brow" network, to be known as Program C, would begin operations Sept. 29 on 580 kc, a frequency used by the Germans during the war.

Sir William Haley, BBC director

(*Continued on page 80*)

YOU WOULD LIKE A 15.5 HOOPERATING IN THESE 11 IOWA CITIES!

(WHO— ONE STATION!— ACTUALLY PRODUCES THAT FIGURE!)



WHO of course has the highest Hooperatings in Des Moines. But Des Moines is only one small section of WHO's coverage area.

***To find how WHO rates in other widely-scattered Iowa cities* we asked Hooper to survey eleven "outside zone" communities, ranging from 30 to 146 airline miles from Des Moines, making a comparison of these cities with the regular Des Moines report. Seven have their own local radio stations.**

Result: The discovery that WHO's Hooperatings in the eleven "outside zone cities" are often higher than in Des Moines!

Here is a sample: 12:00 NOON to 1:00 P.M.— Monday thru Friday

	WHO Rating	WHO Share of Aud.	STATION B Rating	STATION B Share of Aud.	STATION C Rating	STATION C Share of Aud.	OTHERS Rating	OTHERS Share of Aud.
DES MOINES	6.3	52.2	1.6	13.0	4.0	33.3	0.1	1.5
	WHO		**ALL CBS**		**ALL ABC-MBS**		**OTHERS***	
11 OTHER CITIES	15.5	51.4	4.4	14.5	7.7	25.4	2.3	7.8

** This includes others except "other NBC"—which had a combined rating of 0.3, and a combined Share of Audience of 0.9.*

In all eleven "outside zone cities", the lowest Hooperating given WHO, at any hour of the day or night, was 8.5. The lowest Share of Audience was 40.9. (The highest Hooperating was 25.8, with a 68.3 Share of Audience!)

Good programming and good public service make WHO a "must" in Iowa. Send today for the complete Report—or ask Free & Peters.

WHO

+ *for* Iowa PLUS +

Des Moines . . . . . 50,000 Watts

B. J. Palmer, President

J. O. Maland, Manager

Free & Peters, Inc., National Representatives

'BMB No Answer to Radio Research'

Coverage Reports Head Points to Parallel With CAB

By EDGAR H. FELIX

BROADCAST MEASUREMENT BUREAU has the same basic faults as the defunct Co-operative Analysis of Broadcasting in the view of the accompanying article by Edgar H. Felix, director of Radio Coverage Reports. To an article by Hugh M. Beville nominating BMB to carry on radio research [BROADCASTING, Aug. 19], Mr. Felix took such sharp exception that he hastened to volunteer this reply. Mr. Felix, once promotion and public relations manager of WEAF New York, was a lieutenant colonel in the Signal Corps.

"EXPERTS Reflect on Dissolution of CAB" [BROADCASTING, Aug. 19], with its considered statements by Hugh Beville and E. P. H. James, might appropriately have been headed "Distinguished Mourners Bow as CAB passes." Their emphasis on the value and significance of Archibald Crossley's pioneer program rating barometer and their restraint in avoiding the controversies marking the termination of CAB are reminiscent of a funeral eulogy.

However, I do not share Mr. Hugh Beville's confidence that BMB may become the ultimate source of radio research information. There is too much of a deadly parallel between CAB and BMB, as at present constituted, to breed much hope that BMB will develop into the much desired independent and unbiased research agency.

CAB and BMB have the following similarities in structure:

1. Policy direction: A volunteer joint-industry committee.
2. Sponsorship: The quasi-official choice of buyers and sellers of broadcasting as the agency to perform a specific research undertaking.
3. Research technique: Dedicated to a particular research technique.
4. Source of funds: Primarily financed by a segment of the industry; CAB by buyers, BMB by sellers of radio facilities.

A post-mortem of CAB suggests ailments to which BMB is exposed because of similarity in structure and organization:

1. Obsolescence of technique: Failure to recognize an improved technique until after a flexible and aggressive business organization had far outdistanced it.
2. Volunteer joint-committee management failures: After initial enthusiasm has worn off, committee members tend to lose interest, substitute representatives, leaving decisions to a minority and offering resistance and inertia to suggested technique improvements.
3. Non-profit operation lowers efficiency: Paid staffs, hamstrung by volunteer committee management and attendant difficulties in securing policy changes, tend to build up a well-greased bureaucracy. Expansion of service and competitive improvement is not encouraged by increased rewards to management and personnel.
4. Unbalanced financing produces schisms: Financing by one segment of the industry, such as buyers, produces suspicion that the results tend to favor only successful sellers. Disgruntled sellers were the first to support and encourage Hooper. The same thing can happen with buyers.

Same Structure

BMB is built on an exactly similar structure to that of CAB and is faced with the possibility that each of these difficulties will develop in time. But it was not the superior flexibility of private enterprise alone that enabled Hooper to make inroads into CAB's apparently impregnable position. It was the fact that the coincidental technique which he introduced produced a precise answer to a precise question without reliance on memory, while CAB continued too long with a technique placing somewhat more reliance on the listener's memory. The technical factors involved are worth examining in the light of BMB's present technique:

1. Degree of reliance on memory in obtaining answers:
   Hooper: None; name the program of station you are listening to *now*.
   CAB: Recollection over a short finite period of time: What programs *did* you listen to?
   BMB: Unlimited and unrestricted reliance on memory: BMB asks: "List below: the *CALL LETTERS* of all radio stations which you or someone in your family listen to at home—*AT ANY TIME*." (Capitalization is BMB's.)

(*Continued on page 82*)

New CPA Ban Further Cuts Chance for Building Permits

NEW cut of 25 to 30% in commercial and industrial construction was ordered last week by CPA Administrator John D. Small as pressure for concentration of building efforts in veterans housing reached a peak. Action was taken when Mr. Small and Wilson W. Wyatt, housing expediter, unable to agree on a formula, called in John R. Steelman, director of the Office of War Mobilization and Reconversion.

Many of CPA's functions in issuing permits for building projects will be transferred to National Housing Agency, though for practical purposes the transfer will not materially alter procedure for those applying for permits.

CPA had hoped to ease during the summer the control plan it set up March 28, anticipating an increase in building supplies. Instead it has been forced to yield to pressure for veterans' housing. This pressure is at a high point at present because of desire to erect all possible housing for veterans before winter.

Under present regulations a CPA permit, obtainable from 71 regional offices, is needed for radio station projects costing over $1,000.

No Specific Goal

Though details of the order and its application to regional offices around the nation had not yet been worked out, high CPA officials said the new cut was not directed toward any special business or industry such as broadcasting. In effect the cut means that each regional office will reduce the total of its weekly grants for new non-housing projects by 25 to 30%.

Thus a broadcaster applying for a CPA permit will have a less chance of obtaining approval than

(*Continued on page 81*)

1878 William Carlton Alcorn 1946

WILLIAM CARLTON ALCORN, 68, former vice president and general manager of WBNX New York and pioneer in foreign-language broadcasting, died Wednesday of pneumonia in his boyhood home, Elkhart, Ind., where he was spending the summer.

MR. ALCORN

Born in Elkhart July 29, 1878, Mr. Alcorn left high school to learn the machinist's trade. Eventually he became a well-known trouble shooter and until 1928 he served some of the largest manufacturing plants in the Midwest as consultant and industrial reorganizer.

Eighteen years ago he went to New York as vice president and general manager of the Triplex Safety Glass Co. of North America. In 1933, A. L. Haskell, who owned three small stations — WBNX WCDA WMSG—induced Mr. Alcorn to become vice president and general manager of his radio interests.

After a short time Mr. Alcorn decided to merge the three stations into WBNX and enter the foreign language field. He felt that New York was fully-covered with English-language broadcasts but there was a need for service for the 70% of the metropolitan population either of foreign parentage or foreign-born.

WBNX was the only station in the Bronx, sixth largest population center in the country. Mr. Alcorn saw the need for wider coverage than a 250 w local could give. In 1940 WBNX placed in operation a $100,000 transmitter and increased power to 5 kw.

Mr. Alcorn took a keen interest in civic affairs. He made it an unwritten rule that his key employes should be civic-minded. As a result WBNX became known throughout the New York area. Its personnel spoke before civic clubs, took part in community affairs. Mr. Alcorn was a director of the Bronx Board of Trade and a member of the New York Civic Defense Council during the war. He also took part in other war activities.

In 1944 he retired from active management of WBNX, turning over his duties to William I. Moore, who had been Mr. Alcorn's commercial manager for several years. He maintained his home in the Bronx, however, but was spending the summer in Elkhart when he was stricken.

Surviving are his wife, a daughter, Eleanor, and a brother, Chalmer Alcorn, Detroit.

...in Southern California
THE NUMBER "ONE"
PROGRAM IS

al JARVIS'

ORIGINAL

Make Believe Ballroom

AND IT "AIRS"
FROM THE "NUMBER ONE"
STATION

KLAC

"FIRST" ON THE DIAL AT 570

LOS ANGELES

REPRESENTED BY: ADAM YOUNG JR. ★ NEW YORK ★ CHICAGO

COSTLY SERVICE
WWJ Alcoholic Discs Sent
—140 Outlets Free—

AT A COST OF $900 a week, WWJ Detroit writes, produces and broadcasts *Alcoholics Anonymous*, then ships transcriptions to 140 other stations free. Offer of a second 13 weeks has just gone out, the 26-week schedule representing nearly $25,000 spent on public service outside station's own coverage area.

Alcoholics Anonymous has been on WWJ almost two years, has won two awards and appears slated for an indefinite run. It follows a simple pattern of dramatizing actual case histories plus brief interviews, the basic material being supplied by the organization of the same name. W. E. Scripps, publisher of the *Detroit News*, owner of WWJ, is responsible for broadcasting the program and distributing the transcriptions free. Margo Pfeifer writes the script. Burt Wright is producer.

War Assets Plans to Increase Use of Radio in Moving Goods

(See Surplus Story, page 33)

FIRST serious use of radio time to promote sale of surplus war goods is in the works at War Assets Administration under its new decentralization policy by which regional offices are given more freedom in moving billions of dollars worth of material.

Topping advertising projects as WAA swings into an all-out-effort to move surplus goods in a hurry, is a radio campaign drawn up by F. L. Lederach, chief, Advertising Division, WAA Region No. 3 (Pa., 48 counties; N. J., 9 counties; all of Delaware). The campaign, now being scanned at WAA headquarters in Washington, calls for immediate launching of an 18-week radio series with a budget of $46,000.

The series would consist of one-minute announcements on at least a score of stations, along with five-minute programs Sunday afternoon or evening in which all surplus sales in the area for the coming week would be announced. In addition the regional office is considering other radio which may bring its 1946 air budget up to around $150,000.

By the end of 1946 this region will have spent about $800,000 in advertising on the basis of its current budget. In addition the region will ask another $200,000, bringing its 1946 total to a million dollars, should the additional funds be granted. Media used are broadcasting, newspapers, direct mail and catalogs.

Newspaper space is being used by the region at the rate of $70,000 a month. Media placements, in some cases, are handled direct with media instructed to bill Fuller & Smith & Ross, serving WAA as national agency. Some placements are now handled through local agencies.

In charge of all WAA advertising is Northrop Clarey, deputy administrator and chief of the Office of Information & Advertising. Carl K. Hart, director of advertising at WAA for five months, has resigned to return to private business in Chicago. Mr. Clarey is a former advertising director of Standard Oil Co. of New Jersey and was assistant to the president when he retired at the first of the year.

WAA was awarded a radio budget of $646,324 for the fiscal year started last July 1, under the Third Deficiency Bill, but WAA headquarters has not developed formal plans to allocate the money. Criticism had been voiced at WAA's budget program on the ground that it called for specific use of spots and programs at rates far in excess of normal time charges.

ROOM FOR PROGRESS

There was plenty of room for progress between this early model and the modern auto . . . Yet, when the postwar cars get on the road there'll be even more changes and the million people in the Nashville area will again spend large sums for automotive equipment . . . In the last prewar year over 32 million dollars were spent for cars alone—not including gas or oil—and the sales were climbing then . . . This is a growing market, ready for your quality product . . . And WSIX's large, regular audience is an excellent opening. Start your campaign with an advertising message broadcast over WSIX.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

AMERICAN • MUTUAL
5,000 WATTS
980 K.C.

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three:
MARKET, COVERAGE, ECONOMY

Morrill Named Manager Of WLAW in Lawrence

APPOINTMENT of Harold B. Morrill as general manager of WLAW Lawrence, Mass., was announced last Monday by Irving E. Rogers, president and treasurer of Hildreth & Rogers Co., owner and operator of the station.

Mr. Morrill

Mr. Morrill, who has been with Hildreth and Rogers for 24 years as auditor, assistant treasurer and secretary, has been active in WLAW since it went on the air in 1937. Station is now constructing a 50 kw transmitter at Burlington, Mass., and will open studios in Boston.

Columbia Instructor To Manage CBS Show

DR. GEORGE CROTHERS, former history instructor at Columbia U., New York, has joined the CBS Education Division to manage a new veterans forum, *Opinion Please*, to be heard Fridays, 5-5:30 p. m., as part of the CBS *American School of the Air*.

Dr. Crothers joined CBS in July, 1945, on a temporary basis while still instructing at Columbia, and directed research in the division of postwar studies, providing background materal for Lyman Bryson's CBS program *Problems of the Peace*. He will continue research for Mr. Bryson's program now called *Time for Reason* and will also act as consultant on all *American School of the Air* programs.

WGBS
MIAMI

AND

WPDQ
JACKSONVILLE

ANNOUNCE THE APPOINTMENT OF

THE KATZ AGENCY, INC.

AS NATIONAL REPRESENTATIVES

EFFECTIVE
IMMEDIATELY

WGBS - ABC - 10,000 WATTS - 710 K C. • **WPDQ** - ABC - 5,000 WATTS - 600 K C. (C.P.)

BMI *Pin Up* SHEET

Hit Tunes for September
(On Transcriptions)

BLUE CHAMPAGNE (Encore)
ASSOCIATED—Richard Himber
STANDARD—Freddy Martin
" The Californians
WORLD—Charlie Spivak
MacGREGOR—Henry King
THESAURUS—Vincent Lopez
" George Wright
LANG-WORTH—Johnny Long
" Al Trace

COFFEE SONG, THE (Valiant)
LANG-WORTH—Blue Barron
THESAURUS—Jumpin' Jacks
STANDARD—De Castro Sisters
MacGREGOR—Henry King
CAPITOL—King Sisters

EV'RYBODY LOVES MY BABY, MY BABY (Goode)
WORLD—Charlie Spivak
LANG-WORTH—Frankie Carle

I DON'T KNOW ENOUGH ABOUT YOU (Campbell-Porgie)
LANG-WORTH—Four Knights
" Art Mooney
" Chuck Foster
PIN UP—Enoch Light
WORLD—Charlie Spivak
THESAURUS—Novatime Trio
" Music of Manhattan
STANDARD—Leighton Noble
MacGREGOR—Jimmie Grier
" Henry King

IT'S MY LAZY DAY (Stevens)
ASSOCIATED—Evelyn Knight
LANG-WORTH—Chuck Foster
THESAURUS—Novatime Trio
WORLD—Russ Morgan

MOON OVER BROOKLYN (London)
WORLD—Guy Lombardo
ASSOCIATED—The Stardusters
LANG-WORTH—Blue Barron
THESAURUS—Novatime Trio
STANDARD—The Coronettes
" Joe Reichman

TOO MANY IRONS IN THE FIRE (Marks)
ASSOCIATED—Richard Himber
LANG-WORTH—Blue Barron
" Al Trace
MacGREGOR—Don Swan
THESAURUS—Novatime Trio
CAPITOL—Hal Derwin

VEM VEM (Pemora)
LANG-WORTH—Ron Perry
MacGREGOR—Don Swan
WORLD—Jose Morand
THESAURUS—Music of Manhattan

WHATTA YA GONNA DO (BMI)
THESAURUS—Novatime Trio
ASSOCIATED—The Stardusters
MacGREGOR—Don Swan
" Jimmie Grier
WORLD—Les Brown
PIN UP—Enoch Light
STANDARD—The Coronettes
LANG-WORTH—Randy Brooks

WHEREVER THERE'S ME THERE'S YOU (Republic)
PIN UP—Enoch Light
ASSOCIATED—Galli Sisters
MacGREGOR—Red Nichols
LANG-WORTH—Blue Barron
THESAURUS—Sammy Kaye
STANDARD—Dick Jurgens

WHO TOLD YOU THAT LIE? (Stevens)
ASSOCIATED—Galli Sisters
" Phil Brito
PIN UP—Enoch Light
WORLD—Les Brown
STANDARD—Dick Jurgens
THESAURUS—Novatime Trio
MacGREGOR—Don Swan
LANG-WORTH—Blue Barron
" Al Trace

WITHOUT YOU (TRES PALABRAS) (Peer)
THESAURUS—Music of Manhattan
PIN UP—Enoch Light
MacGREGOR—Aaron Gonzales
" Jimmie Grier
" Veramae Stevens
LANG-WORTH—D'Artega
ASSOCIATED—Victoria Cordova
STANDARD—Carlos Molina
" The Californians
WORLD—Mischa Borr

BMI HIT TUNES ARE AVAILABLE, TOO, ON MAJOR PHONOGRAPH RECORDS

BMI
BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

SIEPMANN, KAYE FIND ACCORD

All Agree Time for Controversial Topics Should Not Be Sponsored

ONE TOPIC on which there was complete agreement in the discussion of *Radio's Second Chance* on WQXR New York Aug. 22, 9-9:30 p. m., was the selling of time for controversial subjects.

Participants on the program, *The Author Meets the Critics*, Charles Siepmann, the book's author; Sydney Kaye, vice president and general counsel of Broadcast Music Inc.; and Thomas R. Carskadon, of the American Civil Liberties Union Committee on Radio, agreed that time "ought not to be sold for controversial topics." Mr. Kave expressed the opinion of Mr. Carskadon and himself when he said, "We both think that that inevitably leads to giving the person with the longest purse the most time." Mr. Siepmann was also in accord.

After commenting that *Radio's Second Chance* was well written, Mr. Kave said that it was based on a "central fallacy, the fallacy that radio programs can be improved by letting the Government control their balance and content."

Then he added another "basic fallacy," namely: "Radio is not intended to develop local talent. The great social purpose of radio is to bind the world together . . . to bring into every community what lies outside." Its subsidiary function, he said, is to disseminate local subjects, but "to exaggerate the local function beyond the truly binding service of radio in making the world a closer place to live in and letting us know about each other seems to me to throw away Marconi's invention."

Mr. Carskadon countered: "There is also the fact that it needs to bind the community together, and unless it gives some access to this great forum of the radio, to the interests and talents of the community, it is falling down."

John K. M. McCaffery, chairman of the program, presided. The Book-of-the-Month Club is the program's sponsor.

NETWORKS CHIEFS TO BE TBA GUESTS

PRESIDENTS of three of the four nationwide networks have accepted the invitation of Television Broadcasters Assn. to attend the banquet session of the TBA second television conference to be held Oct. 10 at the Waldorf-Astoria, New York.

Ralph B. Austrian, chairman of the conference, announced last week that Presidents Niles Trammell of NBC, Mark Woods of ABC and Edgar Kobak of MBS will be present to witness the presentation of the TBA awards of merit to individuals who have contributed to the scientific and commercial development of television.

Other distinguished guests will include: Philip D. Reed, board chairman, General Electric Co.; C. G. Stoll, president, Western Electric Co.; Barney Balaban, president, Paramount Pictures; Ned Depinet, executive vice president, Radio-Keith-Orpheum Corp.

FIVE ABC SPONSORS SIGN FOR RENEWALS

ABC last week announced five 52-week program renewals on the network. Miles Laboratories, Elkhart, Ind., effective Sept. 30, renews *Lum 'n' Abner*, Monday through Thursday, 8-8:15 p. m. Agency is Wade Advertising, Chicago.

Effective Sept. 29 the Dr. Pepper Co., Dallas, renews *Darts For Dough* Sunday, 5-5:30 p. m. Agency is Tracy-Locke Inc., Dallas.

The American Cyanamid Co., New York, effective Sept. 30, renews news and switches time on *The Doctors Talk It Over*. Formerly Tuesdays, 9:30-9:45 p. m., the show will be heard Mondays, 10-10:15 p. m. Agency is Hazard Advertising, New York.

Bristol-Myers Co., New York (Mum and Vitalis), effective Oct. 4 renews *Break the Bank* Friday, 9-9:30 p. m., through Doherty, Clifford & Shenfield Inc., New York, and effective Sept. 9 Hunt Foods Inc., renews *What's Doin' Ladies*, Monday through Friday, 2-2:25 p. m. Agency is Young & Rubicam, Hollywood.

RCA Constructing New 150-kw Istanbul Outlet

A MILLION-DOLLAR radio station, one of the most powerful in the world, is being constructed by the RCA International Division for the Turkish government at Istanbul, Meade Brunet, vice president and managing director of the division, announced last week.

The new station, of 150 kw power, will broadcast on medium wave and will embrace the most modern engineering principles, Mr. Brunet said. Personnel of the Turkish government's press and information service, to be assigned to the operation of the station, have been studying broadcasting methods at RCA Institutes Inc., New York.

Viewtone Production

VIEWTONE TELEVISION & RADIO Corp. is stepping up production of its low-priced video receivers in an attempt to keep abreast of the demand for them, Irving Kane, company's president, reported last week. Total of 8,000 Viewtone sets had been installed in homes as of Aug. 26, Mr. Kane stated. Production, he said, has now reached 150 sets a week and in a month or so should be 300 sets a week. Three models are being produced, all with 7-inch tubes and all direct viewing. Model with video reception only retails for $169.95, without installation.

In Celebrating Our 2nd Anniversary

TAYLOR • HOWE • SNOWDEN *Radio Sales*

IS HAPPY TO ANNOUNCE ITS APPOINTMENT AS

Exclusive

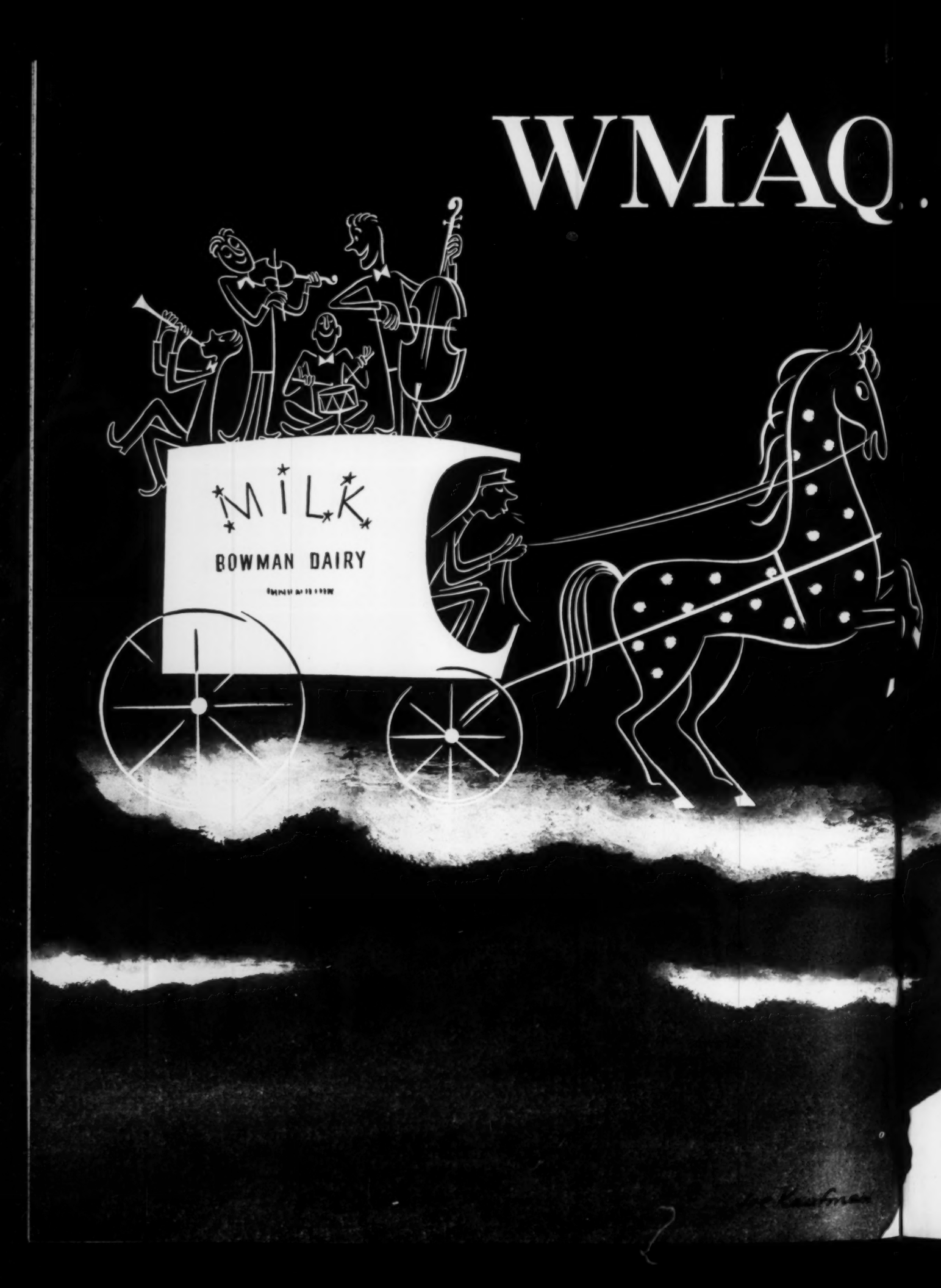
NATIONAL REPRESENTATIVE

T·H·S

THE SOUTHWEST NETWORK

"THANKS FOR THE SWELL BIRTHDAY PRESENT—"

AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM


WMAQ..
MILK
BOWMAN DAIRY

. . . provides a Milky Way

WMAQ's 50,000-watt signal provides a milky way for the sales messages of The Bowman Dairy Company, which places its products on the doorsteps of over 100,000 customers in the Chicago area.

Each Monday through Friday morning at 11:30, Bowman's program, *The Musical Milk Wagon*, brings melodic variety to thousands of WMAQ's intensely loyal listeners. In a recent review, Variety reported —"*Musical Milk Wagon* is a smooth, easy-to-take-before-lunch-or-any-other-time musical show with an unusual serenade feature that lifts it out of the run-of-the-mill . . . It's network caliber stuff."

A short time ago, Bowman's renewed *The Musical Milk Wagon* for another fifty-two weeks—evidence of confidence in the power of WMAQ to reach people who do the buying in America's Number 2 market. To learn how a rich segment of this market can be yours, call the nearest NBC Spot Sales office now.

FIRST IN CHICAGO

WMAQ

50,000 WATTS 670 Kc.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

MESERVEY NOW WITH SIMMELL - MESERVEY

LIEUT. COL. DOUGLAS MESERVEY, former program executive of NBC and before his Army service, deputy director of OWI domestic radio bureau, last week joined Simmell-Meservey of Beverly Hills, Calif., producer of educational films and records. Mr. Meservey's father is a member of the firm.

Mr. Meservey

Col. Meservey, recently released after service with the General Staff Corps, Washington, served as military governor of Bremen during the early occupation period, following duty in Africa, England, Italy and France. Before joining NBC, he was advertising manager of du Pont Cellophane Co.

Simmel-Meservey Co. plans to enter the television transcription field, it is understood. Col. Meservey probably will head up that phase of the operation.

Col. Meservey's decorations include the Bronze Star, Army commendation ribbon and the French decoration, Croix de Guerre. He is a graduate of Stanford and studied law at Harvard.

Ford Dealers Relinquish Maxon Inc. on Sept. 1

RESIGNATION of Ford dealer advertising accounts, effective Sept. 1, was announced last week by Lou R. Maxon, chairman of the board of Maxon Inc., Detroit. Mr. Maxon explained that withdrawal of the agency, which serviced local Ford dealer advertising in 23 Ford sales branches through independent dealer advertising committees in each branch, reflects a belief on the part of all concerned that under existing conditions a better organized and coordinated effort can be had by consolidating local dealer advertising with Ford national campaigns.

Ford national advertising is currently handled by the J. Walter Thompson Co., New York.

Praise for a "fine job well done" was contained in a letter to Mr. Maxon from Jack R. Davis, Ford vice president in charge of sales and advertising. "Maxon Inc. has set an excellent standard of advertising service," Mr. Davis stated. "Here at the factory and in the field there is nothing but enthusiasm for your agency's work."

General Foods Resumes

GENERAL FOODS SALES Co., New York (Maxwell House coffee), Sept. 5 returns *George Burns and Gracie Allen Show* to NBC, Thurs. 8:30-9 p.m. Agency is Benton & Bowles, New York.

KMBC Kansas City Seeks 5 kw Interim Rural Outlet on 550

BLOCKED at least temporarily in its efforts to expand coverage by switching to 540 kc, KMBC Kansas City has applied to FCC for a 5-kw daytime station on 550 kc near Concordia, Kans., 170 miles away, to be programmed primarily from KMBC studios.

KMBC, KMBC-FM and the proposed station would be programmed from the same studios under the supervision of the same personnel, the application reported, but the new outlet would be "100% rural agricultural" and "concentrate entirely on serving a great rural agricultural area which KMBC to date has not been able to serve adequately and for which in this part of the country FM, for many years at least, holds no promise of being able to serve even as well."

The proposed station would "exclusively broadcast programs especially fitting the needs of the rural audience," including a "considerable number" of KMBC programs and possibly some network shows.

The application, reported Monday by the Commission, was filed in the name of Midland Broadcasting Co., licensee of KMBC and KMBC-FM. It pointed out that KMBC, in an effort to reach a greater rural audience, applied in 1944 for 540 kc (with 50 kw, rather than present 980 kc with 5 kw) but that the application has since been dismissed without prejudice pending a decision on the use of 540 kc in the U. S.

Construction costs for the new station were estimated at $100,400. Operating expenses were estimated at $10,000 a month and revenues at $10,000 a month the second year and $15,000 monthly the third. Operating costs also would increase, the application reported.

Coincident with announcement of the new application, Arthur B. Church, Midland president and principal stockholder, issued a statement asserting that it "is intended to provide in part at an early date the greatly expanded service which KMBC would already be giving had KMBC's application for high power not been greatly delayed by the FCC clear channel hearings and the postponed North American radio conference."

He said a grant of the new application would mean that "the important rural program service of KMBC will be extended to the whole of Kansas instead of only the eastern part now reached by KMBC."

Prepared for Expense

"We are prepared to incur the very considerable additional expense to provide this wider rural program service until the FCC is in position to act on our high-power application," he declared, adding that other exansion plans include operation of KMBC-FM with increased power starting this fall. The increase has already been authorized by the Commission.

Joint operation of FM and AM in Kansas City, the application asserted, will stimulate FM "until FM rather than AM may be the dominant broadcast service within the areas which an FM station located in Kansas City can serve."

A petition was filed asking permission for KMBC's Kansas City studios to be used as main studio of the Concordia outlet. The application said the decision to program the station from Kansas City was based on findings that Kansas City is "the place with which there was a stronger community of interest throughout the entire Heart of America area," recognition of KMBC's existing programming facilities, and "unfeasibility" of programming from transmitter site.

Maurice Jansky of the Washington law firm of Loucks & Scharfeld represented KMBC as legal counsel.

DISCUSSING men's fashions on first program of *Esquire Fashion Parade* series are O. E. Schoeffler (l) fashion editor of *Esquire* Magazine, journal which is producing discs for local retail sponsorship, and Orson Welles. Series starts Sept. 2, features celebrity and musical group each week.

Dinners Set

UNDER the joint sponsorship of Brand Names Research Foundation and the Advertising Association of the West, the sixth and seventh of the series of testimonial dinners honoring brand names will be held during September in San Francisco and Minneapolis. The San Francisco dinner, to be held Sept. 11 at Palace Hotel, will be under joint sponsorship of AAW and the Foundation, while Minneapolis meeting to be held Sept. 24 at Radisson Hotel will be given in cooperation with BNRF by Minneapolis Civic and Commerce Assn., St. Paul Association of Commerce, Minneapolis Advertising Club, the Women's Advertising Club of Minneapolis and the St. Paul Advertising Club.

Efficiency Expert

IT'S A WISE man who really knows how to relax on his vacation. Lewis Allen Weiss, Don Lee vice president and general manager and Mutual vice chairman, has mastered the art. Vacationing in Honolulu, Mr. Weiss remembered his friends with Hula Girl postcards that took only the time to drop them in the mailbox. They were rubber-stamped "Am having a wonderful time—wish you were here. Warmest regards, Lew Weiss." Address was prepared on a strip from an addressograph. Doubtless Mrs. Weiss licked the postage stamp.

Kirby Heads New Firm: Local Shows Stressed

FORMATION of Featured Radio Programs Inc., with Edward M. Kirby, former chief, Radio Branch, War Dept. Bureau of Public Relations, as president, was announced last week by Air Features Inc., owned by Frank and Anne Hummert [CLOSED CIRCUIT, Aug. 19]. A program servicing organization supplementing Air Features, new firm will produce transcribed and live shows and handle package shows and serve as general program consultants. Offices are at 247 Park Ave., New York. Mr. Kirby, retired AUS colonel, before the war was NAB Director of Public Relations and earlier was public relations chief of the National Life Ins. Co., Nashville, owner of WSM. After his release from active duty he served the NAB as public relations consultant for several months. He will continue his own public relations firm with offices in Washington, New York and Nashville.

Mr. Kirby

Feature of the new service will be programming for the local level, de-emphasizing the Hollywood and New York angles in entertainment, said Mr. Kirby. He is president of the Volunteer State Broadcasting Corp., whose application for a 5 kw fulltime regional on 1300 kc in Nashville is pending before the FCC. Plans are to make Nashville headquarters for the local programming project of Featured Radio Programs, Mr. Kirby added. Associated with him in the proposed Nashville station are Frank W. Mayborn, owner of KTEM Temple, Tex. and publisher of the *Temple Telegram*, and Earl C. Arnold, dean of the Vanderbilt U. Law School, Nashville, Mr. Kirby's father-in-law. Messrs. Kirby and Mayborn served in the Army together during the war.

Attention - Paul H. Raymer
Please pass this information on to your staff.
Harry Burke

Dr. F. D. Keim, Chairman, Agronomy Department, University of Nebraska said in a recent talk over KFAB that farming is BIG BUSINESS. He gave these figures to prove his point:

INTERESTING

"Farm people are custodians of 1,143,000 acres of land, yet they comprise only 18 per cent of the total population of the country. In 1945, the American farmers produced 1 billion bushels of wheat; 3 billion bushels of corn; 1 billion, 500 million bushels of oats and 190 million bushels of soy beans. They milked 26 million cows, cared for 469 million hens and fed 400 million beef cattle. Cash receipts to farmers in 1945 were about 20 billion dollars."

THIS → is where WE come in!

Yes - farming is BIG BUSINESS! And out of the 1 million, 300 thousand people in Nebraska, almost 500 thousand are farmers, while an additional 300 thousand live in towns of less than 2500 which places them close to the farm in their thoughts and actions. In Iowa, the total population is about 2 and ½ million of which almost a million are farmers while an additional one-half million live in towns and villages of less than 2500 population.

The farmer, his life and economic well-being as well as his needs in radio service are among the largest factors to be considered in this area and we at KFAB are constantly working with these thoughts in mind.

The ONLY Basic CBS Station in Nebraska

KFAB

HARRY BURKE, General Manager

Represented by PAUL H. RAYMER CO.

THE BIG FARMER STATION
OMAHA 1110 KC - 10,000 WATTS LINCOLN

Storm-Hit WCNT Debuts in Crisis

Blind Owner and Staff Utilize New Outlet For Emergency

LIGHTNING struck the antenna tower of WCNT Centralia, Ill., the night before it was scheduled to go on the air.

But WCNT struck back. Overcoming floods, storms, equipment delays, material shortages, telephone breakdowns and a steady stream of public emergencies, the station got on the air and for three days performed an astonishingly heroic chapter in public service broadcasting.

WCNT did this despite other handicaps. Its station manager, Hobart Stephenson, is blind. Its chief announcer, Pat Fredericks, has only one leg. And its second announcer, Jay Giles, only one arm.

WCNT was scheduled to go on the air at 6 a.m. Aug. 15, only five weeks after granting of the final construction permit. The night before staff members were running a final test when one of the severest storms in the history of the Midwest crashed down on them. Lightning split the darkness and flames flew from the tower and transmission line. When the tower was actually struck, the coupling unit was damaged and the control room glowed red.

"By 6 o'clock, time for going on the air, the storm had abated somewhat," according to Mr. Stephenson, "but power interruptions were constant. The pick-up on one turntable was damaged. We salvaged an old head from a record player and made some sort of a hook-up.

"By 8 o'clock we were able to get on the air. We hadn't been able to get windows for the building, so it rained in and we had an inch of water on the floor. The news machine had been out most of the night.

Ready to Assist

"Once on the air we called the police and the highway department and reported ready for work. Streets in Centralia were flooded and we were asked to broadcast requests for nonessential traffic to keep off thoroughfares. An infantile paralysis epidemic was feared and we warned children to keep away from the crowds. Since most highways were flooded we broadcast information on which routes were still passable, and carried bulletins on those flooded out."

"Next morning after making some adjustments we got on the air six minutes late. City streets were then five feet under water in some places.

"At 8 o'clock the police reported that the levee had broken at Carlyle and many people were in danger. They asked us to make an appeal for boats and trucks. Within five minutes the boats and trucks began to appear, they told us later. After two hours they didn't need any more.

"At that moment we learned that an L&N train was stalled at Drivers, Ill., with 200 people on board. We offered our services to the railroad which asked us to announce that the passengers were safe and needed no immediate help, thus quieting the fears of those who had friends and relatives aboard.

Phone Tieup

"When it became impossible to get long distance telephone calls through we appealed to listeners to call the station only on the most urgent business. This cut the calls to one every half hour. We began running spot announcements for the telephone company, asking people to use the phones only for emergency calls. Soon local calls were reduced to nearly normal.

"For the rest of the day we were kept busy warning people not to drink water from wells and broadcasting information on how to make water-soaked homes livable again."

On the morning of the third day the weather had cleared, but water was still high. Across the road from the station was a peach orchard with $15,000 worth of peaches fast getting too ripe to ship. Hundreds of other Southern Illinois orchards were in the same fix.

WCNT was asked to appeal for orchard help. The employment office reported that 27 minutes after the first announcement, the first picker went to work, and after that a stream of them began reporting.

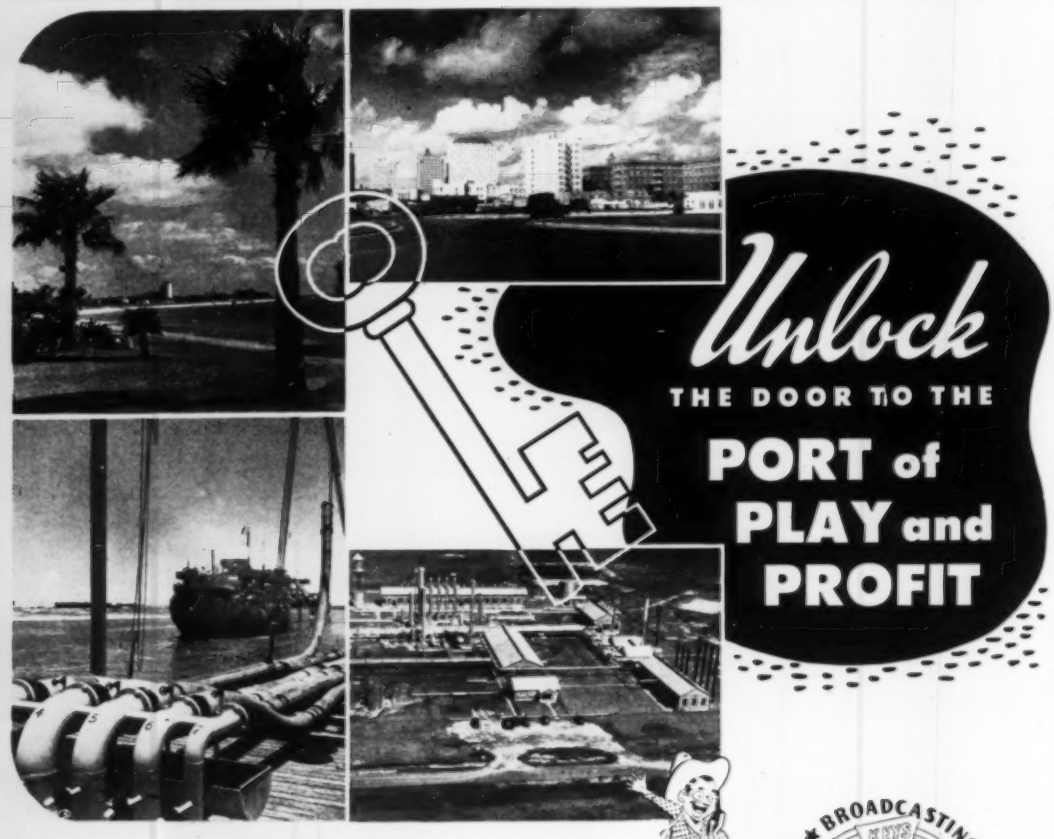
The staff is still recuperating from those first three days, but it hasn't had time to take stock yet. "What we have lost in commercial time or what we have spent in telephone calls, we don't yet know," Mr. Stephenson said, "but we don't care."

Former WLDS Partner

WCNT operates on 1210 kc with 1000 w power. Mr. Stephenson, former partner in WLDS Jacksonville, Ill., has been an instructor in piano tuning and director of radio entertainment at Illinois School for the Blind.

Anne Collins, public relations director at WDAY Fargo, N. D., and formerly of KSLM Salem, Ore., will be program director.

Hobart Stephenson Jr., chief engineer, served with the Army in Italy and France, and was among the first to cross the Rhine and set up communications in Germany. Harry Leckrone is farm director.



Strategically located along the western and southern shores of crescent-shaped Corpus Christi Bay, Corpus Christi is a mecca for tourists — a natural for industry! The ideal climate and ideal location make Corpus Christi a YEAR-ROUND $460,000,000 market!

Local listening loyalty and a full CBS schedule— that's why KEYS is your key to this rich market!

COLUMBIA ★ BROADCASTING ★ SYSTEM

KEYS

AFFILIATED WITH Taylor-Howe-Snowden

YOUR DIRECT COURSE TO A FABULOUS TEXAS MARKET

250 Watts 1490 KC

Corpus Christi, Texas

Along the Inland California Beeline

. . . annual income from POULTRY runs close to 50 MILLION DOLLARS

THE 1940 U. S. agricultural census reports 6,834,154 chickens in the Beeline area . . . and 1,528,799 turkeys. (Stanislaus is U. S. county No. 1 in production of turkeys.)

Beeline hens produce more than 500 million eggs a year. So poultry is another source of Beeline income . . another reason why this is a TWO BILLION DOLLAR MARKET.

What is the Beeline? California's busy central valleys, plus Reno and wealthy western Nevada . . . a market which rivals Los Angeles in population and tops San Francisco in retail sales.

Where there are valleys there are mountains. And mountains 6,000 to 8,000 feet high run all around the Beeline. Which means that here smart radio advertisers use INSIDE-THE-MARKET stations. Time on Beeline Stations is a very profitable buy.

Facts for Time Buyers about the 5 BEELINE Stations

Each station in the BEELINE Group (not a network or chain) is dominant in its community, powered for THOROUGH COVERAGE. These stations TOGETHER blanket California's mountain ringed central valleys, plus Reno and wealthy western Nevada Use all 5 at combination rates. Choose best availabilities on each station without line costs or clearance problems.

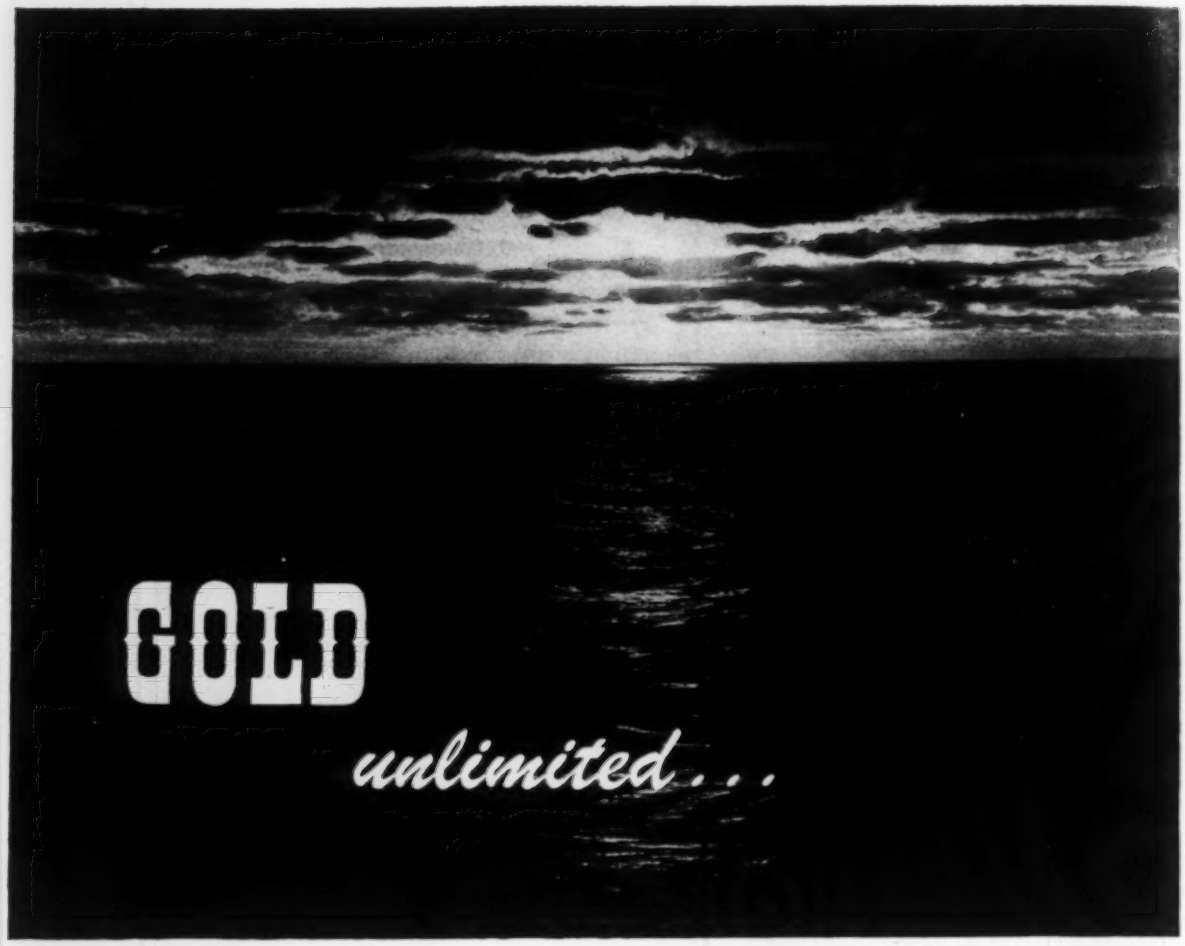
KWG

Stockton. ABC. Established 1921. The oldest and best known station in San Joaquin County. It handles a large volume of local business and devotes more time to public events than any other station in the county. 250 watts — 1230 kc.

KERN Bakersfield (CBS) Established 1931	**KMJ** Fresno (NBC) Established 1922
KFBK Sacramento (ABC) Established 1922	**KOH** Reno (NBC) Established 1928

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer Co., National Representative



Sure there's gold in the ocean . . . more than a quarter of a ton in each cubic mile! Although this amounts to a staggering store of wealth, the gold in sea water is spread too thin to be profitably obtained. In this way selling and gold mining are alike . . . results are in proportion to the *concentration* of what you're after . . . in the case of selling, it's buying power!

WTIC's Primary Area is an outstanding example of *concentrated* buying power. Six of the counties in WTIC's Primary Area have an average Effective Buying Income of over $476,000,000 each per year. Together they total $2,859,071,000! These *half-dozen counties alone* account for more than 2% of every spendable dollar in the whole country . . . more than is represented by six of our great Western states combined.

This indeed is buying power . . . and it's just *part* of the prosperous Southern New England Market. But here is the real pay-off . . . you can influence this rich, concentrated market with *one station* . . . WTIC! WTIC dominates Southern New England!

Note: Data from Sales Management's Survey of Buying Power, May 10, 1946. Further reproduction not licensed.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network
Represented by WEED & COMPANY
New York, Boston, Chicago, Detroit,
Atlanta, San Francisco and Hollywood

Surplus Hearings Later This Month

Committee to Hear School Charges Against WAA

COMPLAINTS of schools and colleges against failure of War Assets Administration to provide desired electronic equipment from war surplus will be investigated by the Special House Committee investigating surplus property, with hearings scheduled to start in mid-September, according to Hugh D. Wise Jr., committee counsel.

Educational institutions have been critical of handling of surplus stocks since sale of items began a year ago. At that time a concerted effort developed to promote establishment of FM stations at educational institutions, based on the theory that surplus war declarations would yield large quantities of suitable transmitters and studio equipment.

Checks of surplus stocks, however, have failed to produce the type of equipment needed though various types of electronic devices for laboratory use have been available. Educational institutions have enjoyed priority and price concessions.

The surplus investigating committee also will go into charges that graft has existed among the electronic manufacturing firms that act as disposal agencies for surplus items in that category. These firms have operated on a cost of handling and repair basis, plus 10% commission.

New Selling Plan

WAA late last week was completing contract provisions for a new agency system of selling surplus electronic items. Under this plan the manufacturers will be given a higher commission—possibly 30% or 35%—but will be required to pay cost of handling and repair.

The investigating committee has received complaints that some manufacturers have made a "killing" on surplus and that in some cases they have unloaded their own goods as surplus equipment.

In a committee report last week, Army officials in charge of disposal of electronics equipment at Warner Robins Air Field, Macon, Ga., were upheld in general for their judgment in disposal of surplus.

League Seeks Time

THE NATIONAL LIBERAL LEAGUE, said to comprise 4,000 members, last week applied for time on WINS and WEVD New York for a new program which Charles Smith, the League's secretary, said would be dedicated to the principle of separation of religion from education and government. Mr. Smith said the League had $50,000 to spend on radio. At week's end neither station had accepted offer.

SOWING LINES

KVSM Jeep-Plow Device Doles Out Miles of Wire

Mr. Planting and screen-laying jeep.

A JEEP with special plow and feeding device rigged on its rear was used to lay an eight-mile ground screen in a remarkably short time at KVSM, new San Mateo County, Calif., station which goes on the air soon.

The plowing in, laying and covering of the wire was done in one operation by means of the device which was fathered by the station's chief engineer, whose name just happens to be Planting. Mr. Planting (Mervyn F.) supervised the screen laying with one man driving the jeep and another feeding the wire from a coil.

Where did the eight miles of copper wire come from? Gordon F. France, assistant manager of KVSM, produced it from a cache where he had placed it in 1941. No, he hasn't any more.

KVSM will broadcast at 1050 kc with 250 w power daytime only for the present Clenton W. Price, former Z-Bar Network program director, is program director at KVSM. Arthur P. Knight, former newspaperman, is news editor. Besides Mr. Planting and Mr. France, owners are Judge Edmund G. Scott of the San Mateo County Superior Court and Hugh A. Smith Sr., former county supervisor.

GE Gets War Plant

THE HANFORD Engineer Works, Richland, Wash., on Aug. 31 was turned over to the General Electric Co. by E. I. du Pont de Nemours & Co., who, last week finished an assignment from the War Department on its atomic energy program, begun four years ago.

When the du Pont company in the fall of 1942 acceded to the government's request that they design, construct, and operate the plant for the production of plutonium the firm asked that it be relieved of the task as soon as practicable. At that time, the organization further stipulated that all patent rights would be the property of the Government.

Tyler Joins ANAN

JAMES S. TYLER, former advertising director of Mutual, has joined American Newspaper Advertising Network as creative assistant to George Bennyan, director of promotion and publicity.

BOOK IS PUBLISHED ON MUSIC IN RADIO

BASED on the course, Music for Radio, given by the Columbia U. extension in cooperation with NBC, a new book, *Music in Radio Broadcasting* edited by Gilbert Chase, supervisor of music, NBC University of the Air and instructor of the music for the radio course, has been published by McGraw-Hill Book Co., New York ($1.75).

The book discusses aspects of music in broadcasting, including programming, directing, conducting, arranging, composing, copyright and clearance, opera and television, etc.

The following contributors and their subjects are found in the new book: Samuel Chotzinoff, manager of the NBC Music Division, "Music in Radio"; Ernest La Frade, NBC director of music research, "Building the Musical Program"; Edwin L. Dunham, director for *The Voice of Firestone*, *The Army Hour* and other programs, "Production of Musical Programs"; Morris Mamorsky, NBC staff composer, "Composing for Radio"; Frank J. Black, general music director of NBC, "Conducting for Radio"; Tom Bennett, NBC producer-director currently producing the Fred Waring show, "Arranging Music for Radio"; David Hall, on NBC script division staff where he is continuity writer and program annotator for the *General Motors Symphony of the Air*, "Musical Continuity for Radio"; Thomas H. Belviso, in charge of the Music Rights Division of NBC and supervisor of NBC musical activities including composing, arranging, music traffic and the music library, "Music Rights in Radio"; Mr. Chase, "Musicology and Radio"; Herbert Graf, director of operatic productions for NBC's television department, "Opera in Television."

Chicago Clinics

BROADCAST Measurement Bureau will hold series of three prepublication clinics at WGN Chicago Sept. 9, 16 and 23. Clinics will analyze BMB in terms of specific problems confronting advertisers and agencies. Meetings also will serve to acquaint Midwest advertisers and agencies with BMB.

I T & T to Canada

FEDERAL TELEPHONE AND RADIO Corp., New York, IT&T domestic manufacturing affiliate, last week announced expansion of the manufacturing facilities of the International Telephone and Telegraph Corp. into the Canadian field with acquisition of a modern manufacturing plant in the Montreal area for the production of telephone, radio and other electrical equipment. The new plant, located on St. Lawrence Blvd., in the St. Laurent Parish of Montreal, has been purchased from the Canadian War Assets Corp.

WRRF

SOON 5000 WATTS

930 KC . 1000 Watts

Fertile farms make fertile markets for your products in the rich area served by WRRF, Eastern North Carolina's regional station. This area is the heart of the Bright Leaf Tobacco Belt. Last year's crop sold for $175,000,000.

WRRF is recognized as the regional station in this rich agricultural belt, and the 67,000 radio homes depend upon it to bring them their favorite national programs via the ABC Network.

Consistent advertising on WRRF brings results. Your advertising dollar will bring returns in this "as good as gold" market.

Write us for details today.

ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York . Chicago . Los Angeles

40,000 PEOPLE AT THE MOST FAMOUS CO

ON THE WORLD - *HOLLYWOOD AND VINE*

Tuesday night, August 6th . . . the greatest event in all Hollywood Show-business history . . . at world-famous Hollywood and Vine ★ The premiere of a *sign!* The Trans-Lux Flashcast news ribbon . . . brought to Los Angeles by Warner Bros. KFWB. Governor Earl Warren, Mayor Fletcher Bowron, and dozens of film and radio personalities were there! ★ And Rambeau flew out so that he could tell you first hand how KFWB drew those 40,000 persons — and how KFWB can, and will, draw for your clients ★ For popularity . . . personalities . . . public service . . . and . . . sales power . . . choose

WARNER BROS
K F W B

HOLLYWOOD · 5000 WATTS · 980 KC
Represented by RAMBEAU
NEW YORK CHICAGO LOS ANGELES

WHAT A SHOW! WHAT AN UNVEILING!

We have never seen anything like it . . .
The Governor—the Mayor—the Chamber of Commerce—
including well-known film and radio stars
all contributing to the introduction of the new
Trans-Lux "Flashcasting" news ribbon—
at Hollywood and Vine.

Warner Bros. Station KFWB did a magnificent job
and we, here at Trans-Lux, are grateful.

WHAT A RECEPTION! WHAT A CROWD!

A limited number of licenses are available to Broadcasting Stations or Newspapers for "Flashcasting" the latest news. For data concerning how you can "Flashcast" your copy, DAY AND NIGHT, in brilliant moving letters of light, INSTANTLY, to any location in your city, write for our "Flashcasting" brochure.

FLASHCAST

TRADE MARK REGISTERED

TRANS-LUX NEWS-SIGN CORPORATION
1272 Avenue of the Americas
New York 20, N. Y.

Complete
NEWS
Coverage
DOES IT!

WFBL's Local News Experts Keep Syracuse and Central New York Listeners Well Informed . . .

No spot in Central New York escapes full, daily news coverage by WFBL's trained staff.

Special WFBL correspondents maintain headquarters in Auburn, Cortland, Fulton, Oneida, Oswego, Rome . . . as well as in Syracuse . . . to bring listeners up-to-the-minute reports of all major activities in Central New York.

Their reports are flashed to Syracuse, where WFBL's news chief and his staff prepare them for broadcasting.

This local and regional news is the kind that radio listeners want . . . news that is news . . . lively, fresh and interesting.

And it's this kind of news that builds audience consistently . . . audience that also listens to selling messages over WFBL.

For case histories, write or wire any Free & Peters office, or

CBS

WFBL
Syracuse, N.Y.

Nunns Offer Political Contract Forms

Blanks for Candidates Available at Cost. To All Stations

A STANDARD printed form for contracting political broadcasts, evolved by the Nunn Stations, Lexington, Ky., and offered to all broadcasters at cost, has brought orders from several hundred stations in 45 states.

The one form serves as a formal request by the canditate, as a contract and contains all information necessary to meet FCC requirements. The form was drawn up by John G. Ballard, director of national sales and advertising, and other executives of the Nunn stations to simplify the complicated procedure of arranging for a political broadcast. After legal clearance was obtained, Gilmore N. Nunn, one of the heads of the firm, thought it would be of value to other broadcasters. He sent out letters with a copy of the form offering it to other stations.

The form was not copyrighted and may be reprinted locally, but other stations could make a substantial saving by ordering from the Nunn organization, which already had the forms set up. By "gambling" on printing 10,000 of the forms, Mr. Nunn was able to offer them at $7.65 for 500 postpaid. Local reprinting would cost from $12 to $15.

The 10,000 was a good gamble because orders for 100,000 have been received. "We have received so many helpful ideas from other station operators," Mr. Nunn wrote, "we felt we might in this small way repay the industry."

STANDARD AGREEMENT FORM FOR POLITICAL BROADCASTS

RADIO STATION _____ _____ 19___
LOCATION _____

Gentlemen:

I, _____ (being) _____ (representing) _____ a legally qualified candidate for the office of _____ in the _____ election, do hereby make request for station time as follows:

DATE(S) _____
PERIOD _____
FROM _____ AM PM local standard time
TO _____ AM PM local standard time
RATE _____

check)
I represent herewith that the cash) tendered herewith in advance payment for the above described broadcast time has been furnished by _____ and you are directed to so describe the sponsor in your radio log, or otherwise, and to announce the program as paid for by such person(s).

It is my understanding that the above is the same uniform rate for comparable station time charged all such other candidates for the same public office described above, and the same is agreeable to me.

In the event that the facilities of the station are utilized for the above stated purpose, I agree to abide by all provisions of the Communications Act of 1934, as amended, and rules and regulations of the Federal Communications Commission governing such broadcasts, in particular those provisions re-printed on the back hereof, which I have read and understand. I further agree to indemnify and hold harmless the station for any damages or liability that may ensue from the performance of said broadcasts.

For the above broadcasts I agree to prepare a script, same to be in the hands of the radio station at least _____ before the time of the scheduled broadcast above.

Sig. _____

Accepted)
Rejected) by _____ Title _____

For Radio Station _____
If rejected, the reasons therefor are as follows:

This application, whether accepted or rejected, will be available for public inspection, in accordance with FCC Regulations, Section 3.424.

TO SIMPLIFY procedure in contracting political broadcasts, Nunn Stations designed the above form and offered it to all broadcasters. On reverse side are excerpts from the Communications Act and FCC regulations on political broadcasts.

CPA ANNOUNCES SET FIGURES FOR JULY

RADIO set production in July exceeded 1,300,000 models, Civilian Production Administration announced last week on the basis of returns from virtually the entire industry. Radio Manufacturers Assn. the week before had placed July output of its member factories at 1,061,853 [BROADCASTING, Aug. 26].

CPA said July output was roughly the same as June, with the proportion of consoles and auto radios increased. Output of all models in June was 1,378,000, of which 88% were table models, 6% consoles and 6% auto radios. In July 82% were table models, 8% consoles and 10% auto sets. The July production was 21% above average monthly output in 1940-41.

Still handicapping production, CPA said, are scarcities of wood for cabinets, along with tubes and gang condensers. CPA data were made public by Winston A. Bryant, chief, Consumer Durable Goods Branch.

SPOT CONFIDENCE

Fruit Dealer Remembers Time Radio Saved the Day

JAKE LEVY opened a new California-style fruit market five miles from the center of Indianapolis the other day, but he isn't worried about the location. He is confident that announcements on WFBM will bring enough traffic to make plenty of sales.

Mr. Levy was sold on radio back in 1940 when, as operator of a small open-air fruit stand, he was swamped with 1,700 bushels of ripe peaches. He turned to radio for help, telephoning William F. Kiley, now commercial manager of WFBM, for spot announcements. Although Mr. Kiley had to drive 15 miles and write the copy for a $24 sale, he put Jake Levy's spots on the air. All 1,700 bushels were sold by 5 o'clock that afternoon. Now Mr. Levy has a big new market with plenty of parking space.

Sener Joins USC

WILLIAM SENER, former production manager of Chicago Radio Council, has been made director of the new radio department of the U. of Southern California, Los Angeles. He will also be in charge of KUSC (FM) now under construction on campus and scheduled to start operating Sept. 16. Station is being constructed under sponsorship of Hancock Foundation.

Scroll to Piastro

DR. SIGMUND SPAETH, representing the National Federation of Music Clubs, presented an illuminated scroll to Mishel Piastro, conductor of the Longines Symphonette, at a ceremony in Carnegie Hall Aug. 14. The scroll, reading "in recognition of your outstanding services to music," was presented on occasion of the Symphonette's first public concert. Group is now in its fifth year of broadcasting.

That's Kansas City!

— No postwar letdown; government war plants almost 100% occupied by private industry.

— Retail and wholesale volume UP 25% over 1945.

— Employment in manufacturing UP 39.6% over 1945.

— Bank clearings consistently among nation's top ten cities.

— Market place of record $400,000,000.00 Kansas wheat crop.

— A great sales opportunity . . . a great advertising medium to help you clinch it!

Radio·Responsive to

WDAF

The Kansas City Star Station

610 Kilocycles

BASIC NBC

More than 5 million persons live within WDAF's half-milivolt area—and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

Represented Nationally by **EDWARD PETRY & CO., Inc.**

Worcester Leaving CBS To Take WMT Position

CHARLES (Chuck) WORCESTER, CBS director of agricultural programs since 1942, will become farm service director of WMT Cedar Rapids-Waterloo, Iowa, on Sept. 16. Mr. Worcester succeeds A. G. Woolfries who resigned.

Mr. Worcester

A native of Minnesota, Mr. Worcester was farm service director at KYSM Mankato, Minn., and WNAX Yankton, S. D., before going to Washington as first farm editor of U.P. He joined NBC at WEAF New York and has conducted the CBS *Country Journal* from WTOP Washington. No replacement has been named.

WMOA SOLVES CPA PROBLEM

Studio, Control Room and Offices Housed In Former Garage Near Transmitter

CPA construction limits and the building shortage were only superable obstacles for WMOA Marietta, Ohio, which goes on the air Sept. 8 with studio, control room and offices housed in an 18 by 24 foot former garage located on a farm next to the transmitter site.

The 250 w Mutual station, which will operate on 1490 kc, will have other studios in the Lafayette Hotel in the town's business center for origination of civic broadcasts, and at Marietta College, where daily student programs will be produced.

The garage already had a concrete floor. Space was divided into control room, studio and a room with four desks. Insulation was installed and the news teletype soundproofed.

At that point it was realized that there were no lavatory facilities. This difficulty was solved by using the crate the transmitter was shipped in to build a small additional room at one end of the building. Municipal authorities are cooperating in running a pipe from the nearest water main.

The farmer from whom the garage was rented, said he had no particular use for it, but would rent for nothing less than $11.50 a month. Station owners accepted. To lease the field for their transmitter site, they had to promise to keep the owner's radio set in working order for the duration of the lease.

WMOA is owned by Mildred Chernoff, president and general manager, Howard L. Chernoff, her brother, who is managing director of the West Virginia Network, and Mrs. Howard Chernoff. Audra Archer will be commercial manager and Harold Hought, program director.

Engineering personnel are being recruited from qualified veteran engineers attending Marietta College. They will work part time at the station, but not on a training basis.

Equipment includes a Collins transmitter, Wincharger tower, Raytheon console.

TWO WLW OFFICIALS APPOINTED TO WINS

TWO WLW Cincinnati executives have been appointed to new executive positions at the Crosley Broadcasting Corp.'s newly-acquired station, WINS New York.

Mr. Robinson

William P. Robinson, associated with Crosley since 1938 as a member of the sales organization and manager of the WLW Chicago office since 1943, was named sales manager of WINS. William L. Barlow, for the past eight years associated with WLW publicity department and its director for the past four years, has been appointed director of public relations and publicity department at WINS.

Mr. Barlow

Announcement of the appointments was made by James D. Shouse, president of Crosley Broadcasting Corp. and Robert E. Dunville, vice president and general manager. At the same time, they revealed a thorough study is being made of the rate structure of WINS and that some major changes will be announced shortly. The two officials also stated that there will be no deletions in the present personnel set-up at WINS. New departments will be created, however, and existing departments will be augmented as activity increases.

Willard Schroeder remains as general manager.

Knowles Appointed

W. H. KNOWLES, formerly vice president of the Jam Handy Organization, Detroit, where he was in charge of the educational department, has been appointed manager of the educational sales activities of the RCA Victor Division, Camden, N. J. Mr. Knowles will be responsible for the promotion and sale, in the educational field of industrial training, of RCA Victor audio-visual equipment.

KFDM

Announces the Appointment of

FREE & PETERS, Inc.

as

NATIONAL REPRESENTATIVE

Effective Immediately

KFDM

BEAUMONT, TEXAS

560 KC. • 1000 WATTS

ONE BIG MARKET: BEAUMONT—ORANGE—PORT ARTHUR

What makes KYW's MUSICAL CLOCK Tick?

A *very* interesting question.. because Hooperwise, this 7-to-9 Philadelphia favorite is 'way, 'way ahead of anything else on Philadelphia's morning airwaves!

Here's the answer(s):

STUART WAYNE.. one of the most popular and sincere MCs on any morning program.

NEWS, WEATHER, TIME.. broadcast regularly and often.

PUBLIC SERVICE ANNOUNCEMENTS.. on storms, floods, transit difficulties, and the like. Thousands of Philadelphians never miss this program for important, last-minute flashes on day-to-day events.

MUSIC PHILADELPHIA LIKES.. on carefully chosen platters with all-around audience appeal.

Mail response comes thick and fast from 363 communities in Pennsylvania, New Jersey, and Delaware. Participations currently are shared by 21 successful advertisers. There *might* be room for one or two more.

KYW

PHILADELPHIA • 50,000 WATTS

Westinghouse Radio Stations Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW

Represented Nationally by NBC Spot Sales—Except KEX.
KEX Represented Nationally by Paul H. Raymer Co.

Sensational KYA DISCOVERY DAZZLES NORTHERN CALIFORNIA!

George Ruge

Has won thousands of new listeners to his "Ballroom of the Air" with his gay presentation of music and contagious laughter ★ Daily from 11:15 a.m. to 1 p.m. ★ His program is a natural vehicle for entry into this rich post-war market.

NEWS PACKS A PUNCH

19 times a day over KYA ★ Every hour on the hour ★ Consistently rising in Hooper ratings

Represented by

ADAM J. YOUNG, INC.

NEW YORK • CHICAGO

KYA

San Francisco

Census Head Defends Survey, Points Out Restricted Nature

EDITOR, BROADCASTING:

My attention has been directed recently to an editorial in BROADCASTING for August 5, 1946 (page 50) criticizing the Census Bureau in connection with the survey of radio listening which it conducted for the Federal Communications Commission in June and July of last year.

We have endeavored to maintain the highest standards of integrity in all the work done by this Bureau, whether in the collection of statistics as a part of our own program or in the conduct of surveys for other agencies of government, and we are naturally concerned that all the facts be brought out in connection with any charges directed at our performance. I should like to call your attention, therefore, to the fact that detailed and specific evidence has been submitted in official hearings before the Federal Communications Commission which completely refutes the implications that we do not uniformly insist on high standards of work that appear in your editorial. I should like to refer you to the official transcript of the proceedings before the Federal Communications Commission, on Clear Channel Broadcasting in the Standard Broadcasting Band, Docket 6741, Volumes 26 and 29.

Mr. Dallas W. Smythe, in connection with the Clear Channel Hearings, presented a detailed statement on July 15, 1946, concerning the work which the Census Bureau undertook for the Federal Communications Commission. His testimony makes it clear that the planning of the survey was carried out with the participation, advice, and guidance of representatives of the Federal Government, and that there is no basis on which to imply, as we feel that your editorial does, that the survey was designed in such a way as to prove a particular set of facts. The reliability and unbiased character of the sample design, for which the Bureau of the Census takes full responsibility, were reviewed in detail by Mr. Morris H. Hansen, Statistical Assistant to the Director, in hearings before the Commission on July 22, 1946.

Excerpts from the transcripts of the testimony referred to are available, and copies are enclosed. We believe that a careful review of the public record in this case will convince you that the Bureau of the Census has been unfairly criticized in the statement that you published.

Mr. Hansen has discussed with me a recent telephone conversation with Mr. Frank Beatty of your editorial staff, who said that he had written the editorial in question. I was pleased to learn from him that the criticism intended was not of the work of the Census on this survey, but rather of the misinterpretations to which the survey may have been subjected. It certainly is to be emphasized that the survey taken by the Census for the FCC was restricted to those parts of the United States having the poorest radio reception. The survey results must be interpreted in this light, and any tendency to assume that they reflect the general quality of rural reception in the United States would be grossly misleading.

We shall be glad to answer any questions you may have on the subject.

J. C. CAPT
Director
Bureau of the Census
Department of Commerce

August 26, 1946.

H. C. LUTTGENS, NBC Central Division chief engineer, shows his cigar collection to Beryl Vaughan, *Grand Marquee* leading lady. Mr. Luttgens, who doesn't smoke, accepts the "birth-of-a-baby" cigars, puts identifying tags on them and is able to tell without too much delay whose baby was born when and whether it was a boy or girl.

Construction Underway

CONSTRUCTION was started last week on studios of new KTFS Texarkana, Tex., at 409½ Stateline Ave. Assigned 1400 kc, 250 w and unlimited hours, station is under general managership of David M. Segal. Tentative opening date is set for Oct. 6.

Herbert O. Sauer

HERBERT O. SAUER, 55, account executive of McCann-Erickson Inc., New York, hanged himself Aug. 25 in the New York apartment of Mrs. D. Michael Kaye, artist and writer, according to police. Mr. Sauer had been with McCann-Erickson about two years. He had spent most of his life in the advertising business. No reason for his action could be determined. He had been collaborating with Mrs. Kaye on a book.

KELO to Get New Studios, More NBC

Fantle Announces Expansion At Sioux Falls Station

PLANS for construction of new studios for KELO Sioux Falls, S. D., and extension of affiliation with NBC from night-time to fulltime basis were announced by new owner Sam Fantle Jr. last week following FCC's approval of the transfer [BROADCASTING, Aug. 26].

Transfer of KELO's license from Sioux Falls Broadcast Assn., also licensee of KSOO Sioux Falls, to Mr. Fantle's Midcontinent Broadcasting Co. for $100,000 and his 25% interest in Sioux Falls Broadcast Assn. is expected to become effective Sept. 21, when KELO becomes affiliated with NBC on a fulltime basis.

Mr. Fantle said new, modern studios would be ready for occupancy in late November. Owner of 92 2/3% of the new licensee firm, he had been vice president of KSOO-KELO for the past nine years. Separation of the two stations was ordered under the duopoly rule. Sioux Falls Broadcast Assn., principally owned by the late Joseph Henkin and members of his family, has an application pending for 10-kw fulltime operation of KSOO on 1140 kc, now a 5-kw limited-time station.

Mr. Fantle said Ted Matthews, former manager of WNAX Yankton, S. D., and KMMJ Grand Island, Neb., would be commercial manager of KELO under the new management. John E. Pearson Co. is national representative and Dow, Lohnes & Albertson is Washington legal counsel. KELO is on 1230 kc with 250 w fulltime.

WCFC BRINGS FIRST FM RADIO TO W. VA.

FIRST FM station in West Virginia, WCFC Beckley, which has operated six hours daily on a temporary authorization since Aug. 15, will hold its formal opening when permanent facilities become available, probably in December.

The station now operates from 2 p. m. to 5 p. m. and from 6 p. m to 9 p. m. It is using 250 w but will increase to 3 kw. Frequency is 101.1 mc.

Owned by Beckley Newsapers, the station is managed by Emile J. Hodel, formerly telegraph editor of the *Raleigh Register*. Chief engineer is George W. Yazell, formerly with various stations in the state and the West Virginia Network. W. W. Warren, former Navy radioman, is also on the engineering staff.

The station will not sell time until it moves to permanent quarters and increases power.

The listening audience has proven to be far larger than expected, according to station officials. A newspaper FM advertising campaign was run to promote FM. Most of the equipment is GE.

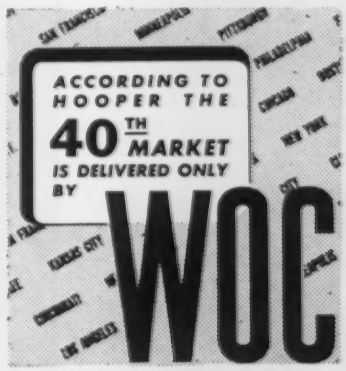
BULOVA
WATCH COMPANY

buy WOC for the

QUAD Cities

(DAVENPORT, ROCK ISLAND
MOLINE, E. MOLINE)

Since 1943, Hooper surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.



DAVENPORT, IOWA
B. J. PALMER, President
BURYL LOTTRIDGE, Manager

BASIC AMERICAN NETWORK
5000 WATTS—1420 Kc.
FREE & PETERS, INC., National Representatives

Too Real

REALISM that went into the discussion of atomic power by John De Young, Farnsworth newscaster on WGL Fort Wayne was a little too real. In the midst of telling of the terrific potential power of the split atom, a huge ball of fire leaped up in the control room before his eyes and a second later he was "blasted" off the air. Lightning had struck the station's antenna atop the Hotel Keenan, the electrical charge travelling down the power cable to the transmitter in the control room. It formed a gigantic arc, burned out the cable, destroyed many of the instruments, and knocked the station off the air. Engineers Ray Habig and Gerry Cole worked for two hours to get the station back in operation.

RMA Acts to Improve Quality of Sets By Revising Standards for Manufacture

WITH FM and television emerging as full-fledged industries, Radio Manufacturers Assn. is taking steps to insure quality performance for receiving sets. RMA is revising its engineering manual to aid set makers in producing models with uniformly high performance characteristics.

First action in its program to modernize standards in line with developments in the art was announced last week by RMA, whose General Standards Committee, a unit of its Engineering Dept., adopted additional standards covering postwar AM receivers along with preliminary FM and television standards.

The standards cover individual parts and components for receiving sets and phono combinations and are based on months of study by several RMA committees. According to RMA, they reflect the combined experience and best judgment of industry technicians, and are designed both to improve performance and simplify manufacture and servicing.

Though the standards are generally accepted by the industry, their adoption is strictly voluntary, RMA explained. The standards apply to individual parts, resulting in the end in standards covering a complete receiver.

RMA last week took cognizance of a complaint that some newly-manufactured table models will not tune the entire broadcast band, particularly around 1590 to 1600 kc [BROADCASTING, Aug. 26]. Though no formal statement was made, it was explained that the trouble probably could be traced to faulty testing at factories. A number of manufacturers are known to have had difficulty in getting enough competent testers to keep pace with rapidly increasing production.

No complaints have been received by the Federal Trade Commission, according to James A. Horton, chief of the FTC's Legal Investigation Division.

Trade Practices Act

Under the Fair Trade Practices Act manufacturers are liable if any set whose label specifies standard broadcast does not tune the entire 540-1600 kc band. Consequently no such requirement is necessary in engineering standards for components, according to RMA, it being a matter of law rather than standards.

Work of bringing its manual in line with technical progress is moving forward rapidly, according to James D. Secrest, RMA director of publications, with 30-odd revisions scheduled for completion later in September.

Announced last week, along with a number of other changes, was a standard covering the value for the frequency at which the intermediate frequency amplifier of FM receivers operates. By this means production of IF transformers will be simplified and testing and adjusting minimized. Similar action in the early days of radio did much to minimize interference, according to RMA, which expects the action to affect frequency allocation practices of the FCC and other frequency assigning bodies.

RMA also had adopted a color code for radio chassis wiring, this uniformity being designed to simplify servicing of sets and minimize variety of wiring materials used in assembly.

For antenna-to-set transmission lines used in television reception RMA has specified 300 ohm impedance with parallel unshielded pair of wires. This paves the way for specialization in antenna and line design production, installation and servicing, it is stated, bringing efficiency and economy.

A standard for chassis pickup in auto receivers defines and outlines measurement details to assure proper operation. Another standard covers dimensions of phonograph records to assure workability of record players and automatic changers. Number of drive pulleys used with variable capacitors and other tuning devices is simplified by a new standard.

Director of the RMA Engineering Dept. is Dr. W. R. G. Baker, General Electric Co., vice president. Virgil M. Graham, Sylvania Electric Products, is vice chairman and L. C. F. Horle is chief engineer.

CKEY Theatre

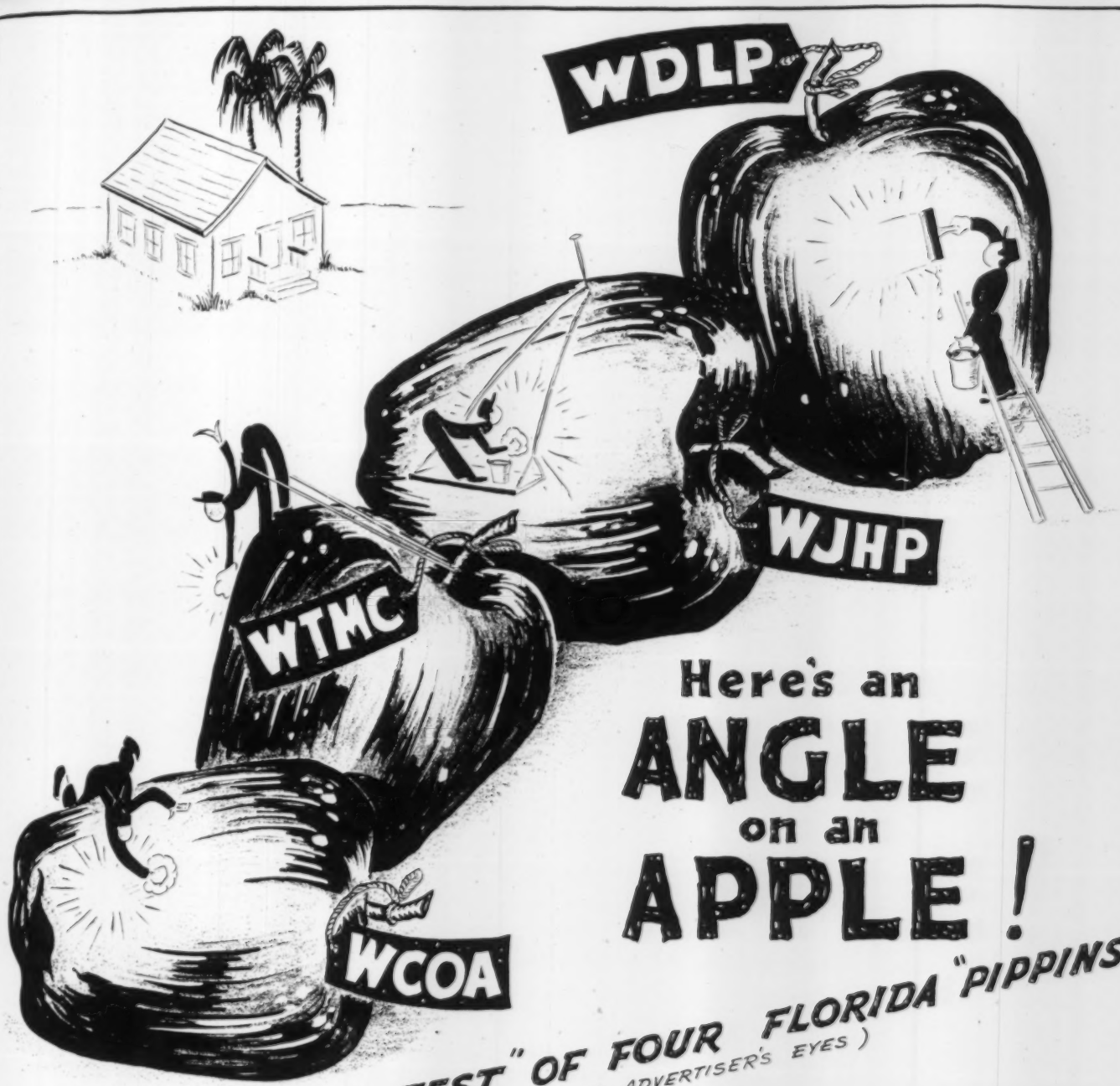
CKEY Toronto Sept. 1 opened a 300-seat radio theatre in downtown Toronto, close to CKEY studios. Nineteen-foot neon sign and marquee advertise programs. Theatre has client's booth and is equipped with Hammond organ, complete musical, sound and recording facilities in duplicate.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

WMOB	Mobile, Ala.
WLAY	Muscle Shoals City, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
KWKH	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.



Here's an ANGLE on an APPLE!

TRY THIS "TASTE-TEST" OF FOUR FLORIDA "PIPPINS"

(. . . ALL APPLES OF YOUR ADVERTISER'S EYES)

WJHP . . . IN JACKSONVILLE, FLORIDA, HAS GRADE "A" PLANS FOR FALL ENTERTAINMENT AND INCREASED BUSINESS.

WCOA . . . IN PENSACOLA, FLORIDA, GOES TO THE FRONT OF THE CLASS WITH AUTUMN SALESMANSHIP.

WDLP . . . IN PANAMA CITY, FLORIDA, GETS TOP HONORS FOR CAREFUL PLANING AND DOLLARFUL RESULTS.

WTMC . . . IN OCALA, FLORIDA, DOESNT NEED AN APPLE TO BRING FORTH TOP MARK SHOWS FOR FALL.

Represented Nationally By:

JOHN H. PERRY ASSOCIATES

Wm. K. Dorman, Gen. Mgr.
John H. Perry Associates

John H. Perry, Jr., Vice-Pres.
WJHP WCOA WDLP WTMC

TOO VIVID

Listeners Think Re-broadcast Of Disaster Is Current

WTHT Hartford, Conn., accidentally pulled an "Orson Welles" in a program celebrating 10 years of service with a half-hour review of old broadcasts. Part of the broadcast was an account of the collapse of the Charter Oak Bridge across the Connecticut River in 1941. Although Jack Lloyd, program director, carefully explained the nature of the broadcast in accordance with FCC rules, a number of listeners apparently didn't get that part.

For not only to WTHT but to the police as well came the deluge of phone calls. "Which bridge fell down and where and when and how?" In compliance with police suggestion, WTHT interrupted a succeeding program to explain that no bridge had fallen down anywhere.

Three Merchant Ships To Get 3 CM. Radars

PURCHASE by the U. S. Maritime Commission of the first commercial three-centimeter radar units for installation aboard ships slated for service in international trade was announced last week by the Radiomarine Corp. of America.

The installations will be made on three ships nearing completion for the Maritime Commission at the yards of the Newport News Shipbuilding & Dry Dock Co., Newport News, Va.

In addition to the three-centimeter wave band which provides a narrow beam resulting in a higher resolution in range and bearing, the RCA radar units are equipped with a 12-inch viewing scope designed especially for commercial shipboard use. The equipment has a range of from 100 yards to 50 miles.

CBS EDUCATIONAL AIMS

Robert B. Hudson, Director of Education, Planning Fall-Winter Schedule

CARRYING OUT a programming schedule which will give CBS a public forum per day by midwinter is the job of Robert B. Hudson, CBS director of education. Mr. Hudson faces his task with the equanimity that comes only to a man who has had long experience with educational public service shows.

He brings to CBS that grassroots attitude which will overcome any tendencies CBS might have toward the provincialism that often befalls New York's inhabitants over-long confined to its vistas.

This fall and winter CBS will air in increasing number public discussion programs, social sciences, current events (national and international), and programs designed to familiarize CBS listeners with pure science and its relation to themselves in this atomic age.

Along with new ideas, some of CBS's old standbys have undergone some renovating: *American School of the Air*, e. g., will drop that title in introducing the program. The net feels the connotation of the word "School" rings few bells in the ears of young listeners who have spent a day at the local red school house. The network will get back at them though at the end of the program, will sign off as the *American School of the Air*.

A 56% increase in listeners has been recorded by this show since it moved from a daytime spot to 5-5:30 p. m. over a year ago. Two new additions to *American School* this year will be "World Neighbors," Monday dramatizations based on life in member nations of UN, and "Opinion Please," Fridays, public issue discussion followed by student-veteran discussion from a different college or university each week.

Juvenile delinquency as a national issue will get a double treatment from CBS. One program will be based on the findings of Robert Shayon, CBS producer, who at present is touring the country gathering material for his forthcoming show. He will present the problem. A drama feature, not yet formulated, will attempt to give a solution to fit each particular problem and will point a way, rather than give an absolute answer to any one given situation.

Science programming on CBS will benefit from the advice of John Pfeiffer, former science editor of *Newsweek*, recently made CBS science director. Besides handling his own shows Mr. Pfeiffer will be able to advise on CBS's over-all science programming.

Thoms Applies

HAROLD H. THOMS, owner and general manager of WISE Asheville, N. C. and permittee of WHHT Durham, N. C., has applied to FCC for a new 100-w full-time station on 1240 kc at Greenville, S. C. A Mutual affiliation would be sought, according to the application. Mr. Thoms also owns 25% of WAYS Charlotte and WKIX Columbia, S. C., and has an FM grant for Asheville. WHHT is now on program tests.

Address Luncheon

FOUR SPEAKERS, all from Sylvania Electric Products, will address the American Marketing Assn. Sales Promotion Group luncheon Sept. 12 at Sheraton Hotel, New York, on "integration of Market Research." Speakers are: Paul S. Ellison, director of public relations; Frank Mansfield, director of sales research; John P. Waters, advertising manager, and Henry C. L. Johnson, manager of international advertising for radio and electronic products.

WHEAT'S ON TOP
400 MILLION DOLLAR WHEAT CROP
Just when the world is the hungriest, Kansas comes through with a 400-million-dollar wheat crop. That's a lot of dough and a lot of bread — and that's the way Kansas comes through when the need is greatest.
There's also a wonderful "crop" of customers ready for you in that "Solid Section" covered by KFH — and they are well worth cultivating.
K F H CBS
WICHITA
KANSAS
OKLAHOMA
THAT SOLID SECTION OF KANSAS' RICHEST MARKET
WICHITA IS A HOOPERATED CITY
KFH
WICHITA
CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

YOU MAY BE ABLE TO RIDE 18 WINNERS IN 4 DAYS*—

BUT—YOU CAN'T BOOT HOME IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

If you've made a *recent* study of network station coverage in Grand Rapids, Kalamazoo and Western Michigan, it won't hurt to "skip" this message. But if you *haven't*—please read this summary: *The latest network coverage maps show that WKZO-WJEF deliver 2½ times more radio homes (night-time) than any other station or combination of stations. This means that WKZO-WJEF'S cost-per-family averages practically one-third of the cost of the next-best two-station combination.* Get the FACTS about Western Michigan and you'll choose WKZO-WJEF every time. Ask us—or Lewis H. Avery, Inc.

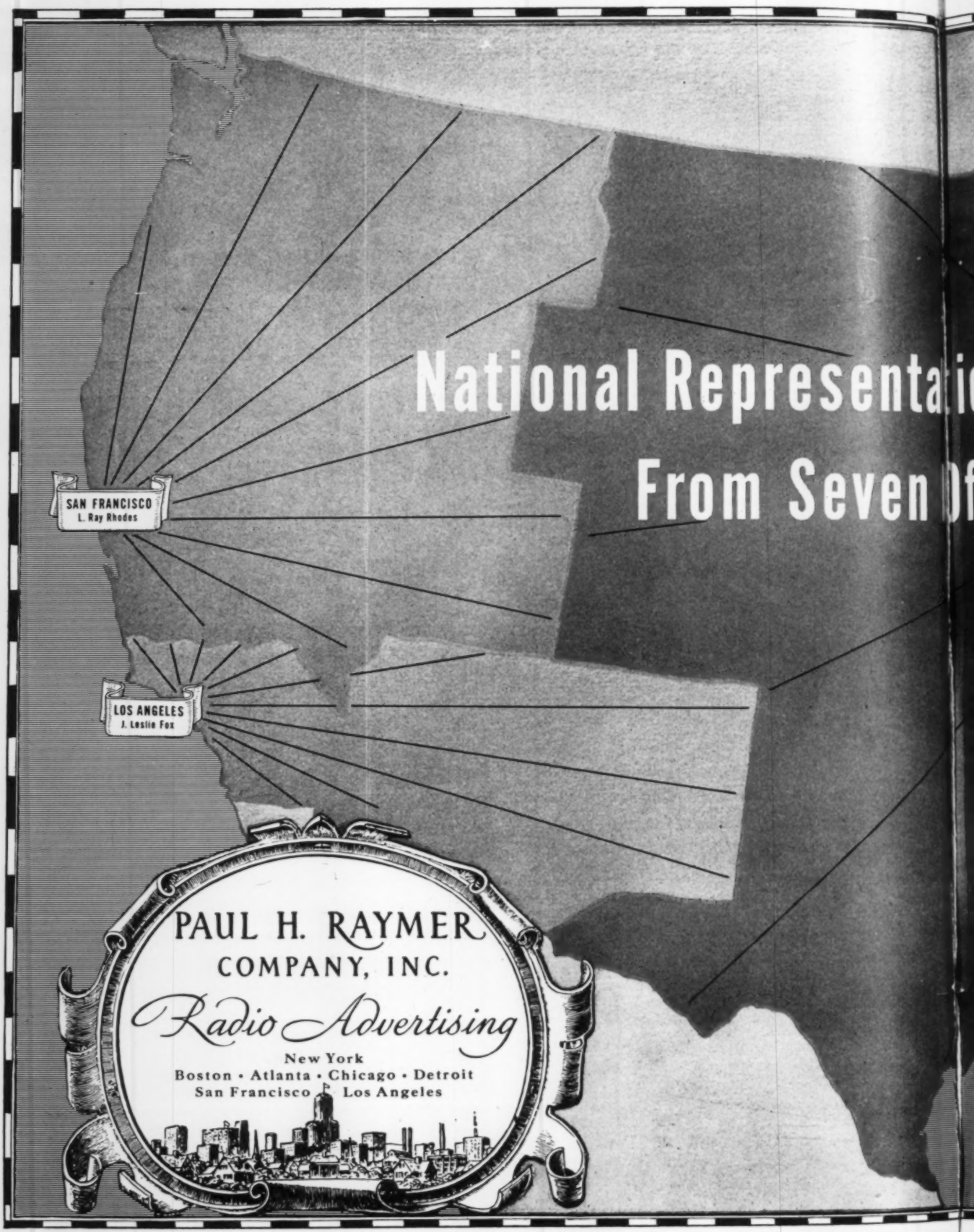
* *Bobby Permane did it in 1943-44!*

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES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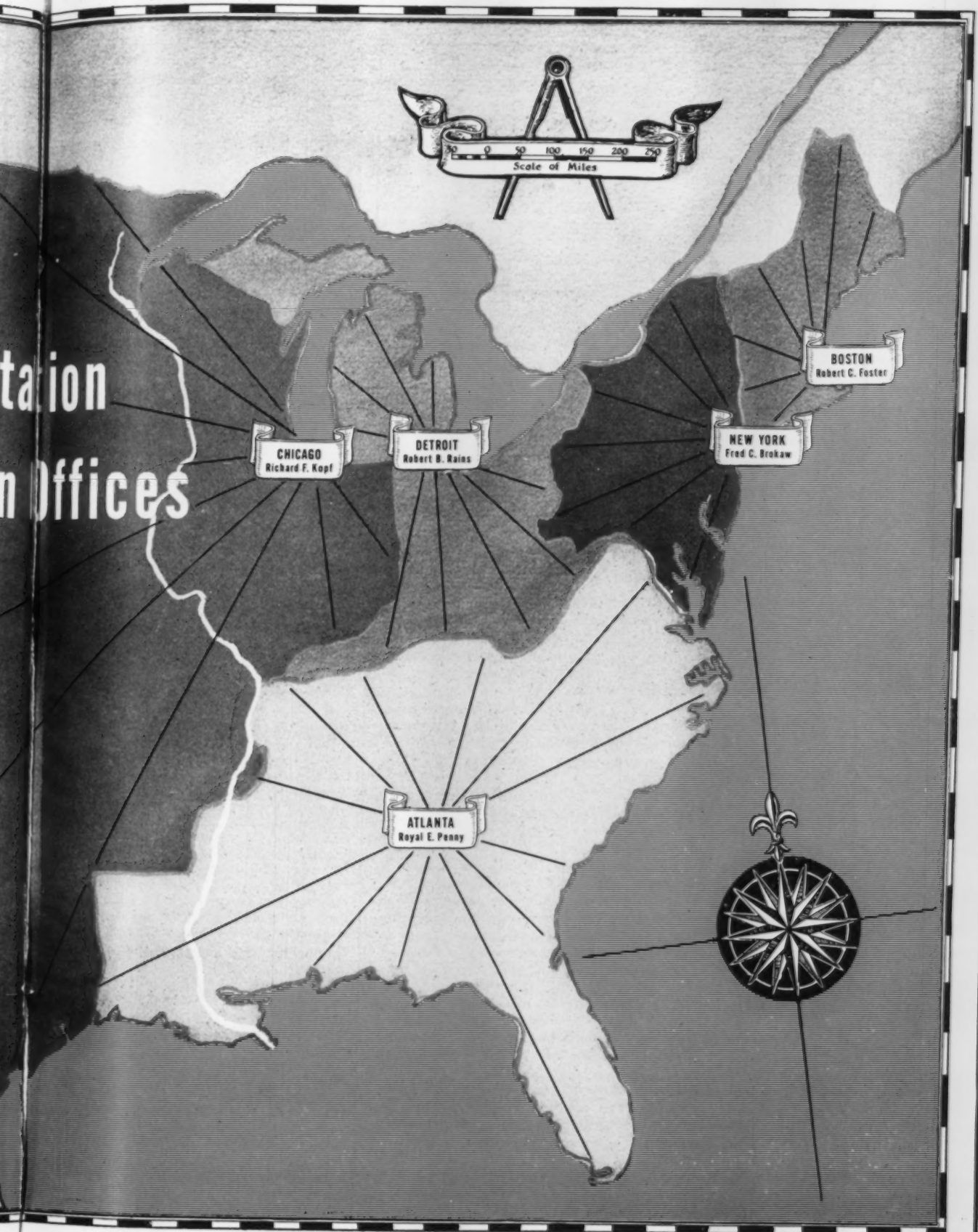
From Seven
SAN FRANCISCO
L. Ray Rhodes
LOS ANGELES
J. Leslie Fox
PAUL H. RAYMER
COMPANY, INC.
Radio Advertising
New York
Boston • Atlanta • Chicago • Detroit
San Francisco Los Angeles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NEW YORK
Fred C. Brokaw
DETROIT
Robert B. Rains
CHICAGO
Richard F. Kopf
ATLANTA
Royal E. Penny

Editorial

Program Report XVI

HAVE YOU read the Blue Book lately?

It was released March 7 by the FCC under the lofty title of "Public Service Responsibility of Broadcast Licensees."

It has gone into several printings. And now there appears to be a Canadian edition.

The following language is taken verbatim from the recommendations of a Parliamentary Radio Committee in Canada on the future of that nation's broadcasting:

That as a condition of the issuance or renewal of any license a station should be required to submit to the Canadian Broadcasting Corp. Board of Governors an undertaking that it would faithfully perform its duty as a trustee of a radio frequency, and would indicate the amount of time and what proportion of its revenue it is prepared to devote to local community events, the discussion of matters of local interest and the development of local talent and other public service broadcasts.

By this means it would be emphasized to all that the right to occupy a frequency is a privilege granted to one who thus acquired a temporary monopoly in the use of an air channel which belongs to the people and it would be a constant reminder also to the CBC and licensing authority of their duty to see that all such persons carry out their obligations to their respective communities.

This is an extremely interesting development for those who contemplate the implications of the Blue Book more than casually. Interesting, particularly, because the same Parliamentary Committee has recommended that three clear channel frequencies—860, 990 and 1010—be taken from private licensees in Canada and surrendered to the Government-operated CBC.

Thus unfolds the potential peril of excessive Government domination in broadcasting. Canada has been employing a dual system of broadcasting—with some stations privately owned and others Government owned. The bell was bound to toll on this bilateral scheme. One can hear it tolling now. The Government is moving in. Frequencies are being withdrawn from private operators. The latter may be denied the right to form a private network—by recommendation of the same Committee. And, too, there must be an indication of time and money devoted to local community programs in all applications.

Here in the United States, we have seen the swelling tide of Government influence in private enterprise. Even now we live in a day when the Government operates many industries. Can the pooh-poohers—yes, even the American Civil Liberties Union—be blind to what goes on in their neighbor's house?

The Government does not own radio in America, but this circumstance stands as no guarantee against such a possibility. Is there reason, therefore, to view with passing wonder the curious similarities between the recommendations of a Canadian Government committee and those of the FCC? Or should one accept, and pass over lightly, the fact that the hand which wrote the Blue Book once guided the programming department of the BBC? And should one, with equal facility, smile in understanding tolerance as the BBC philosophy grows apace just across the border?

There is no special hour for vigilance in this world. Vigilance has a timeless quality.

Push & Pull for Radio

RADIO HAS a problem in simple arithmetic. Since Jan. 1, the FCC has authorized nearly 1,000 new stations, AM, FM and television. There were about 1,000 AM stations authorized or operating when 1945 ended. Another 1,200 applications are pending or in hearing.

Thus, there will be upwards of 3,000 stations some months ahead vying for the listener's ear, with a handful of them appealing to the eye as well. The United States, however, still has about 145,000,000 people, more than 90% of whom have access to radios in their homes or dwellings.

How can this new station "population" be accommodated? With more sets in use there will be a greater potential audience. With more stations and more ingenuity in programming, there should be more listening more hours of the day. With new competition, there should be more aggressive selling of radio time. New stations will develop new personalities. There will be a tendency toward specialized programming.

Inevitably, there will be failures. That's the way with free competition. A half-dozen stations can't survive in the Podunk which failed to support a single station before the war, and whose weekly newspaper just managed to squeak through. There will be brass-knuckle competition. It's a safe bet that five years from now the total number of licensed stations, whether AM or FM (television is another story) won't be 3,000.

Unless radio broadens its base promptly there's serious question where the attrition will stop. Radio manufacturers must actively promote station service to encourage set sales. Broadcasters should just as actively promote receiver sales and service to maintain and strengthen their "circulation."

Broadcasters generally have resented failure of manufacturers to promote radio via radio, contending that without their programs, manufacturers would not be in business. And the manufacturers argue that without their sets there would be no "circulation."

These hen or the egg diatribes get nowhere.

Peak year in radio set turnover was 1941—just before the war—when 13,000,000 sets were sold, having a value, with tubes and parts, of $610,000,000. After much tribulation and OPA controversy, manufacturers now have stepped up production to more than 1,000,000 sets per month—equalling or bidding fair to eclipse the 1941 volume.

If set manufacturers, on the basis of $600,000,000 gross (and that figure probably is low) would allocate just 5% of their revenue to exploit sales of receivers, there would be a budget of $30,000,000 for national regional and local station time. The manufacturers could, as they properly should, be the number one users of radio.

Broadcasters, by the same token, should turn all out in selling their "circulation" by promoting modern receiver sales, multiple receivers in homes and repair and maintenance of sets to procure maximum quality. They have a job to do in selling manufacturers, distributors and dealers on use of radio for effective selling of their products.

Radio, the art, should outdo itself in selling radio, the industry. And radio, the industry, has nothing more to sell than radio, the art.

Our Respects To—

ARTHUR WESLEY NEWBY

ARTHUR WESLEY NEWBY, president of Newby & Peron, Chicago, learned his trade the hard way, by pounding pavements as a classified adman for the old Hearst *Herald-Examiner*.

One of the commandments taught him by Bill Murphy, classified advertising manager for the Chicago paper was "personal contact" and it is number one on the Newby & Peron Orders of the Day. From office boy to account executive, everybody in the agency is required to know about the sponsor's product through personal testing and by direct contact with the buyer and the seller.

Mr. Newby is listed as president of the company he heads, but it is still a partnership today as it was back in 1938 when he formed it with A. Herbert Peron, another Hearstling employed in the art and copy department. The two men are as good friends now as they were at its inception, largely because each keeps his duties clearly divided. Mr. Newby is the salesman and Mr. Peron is the idea man.

A billing in excess of $1,000,000 this year attests the soundness of the arrangement.

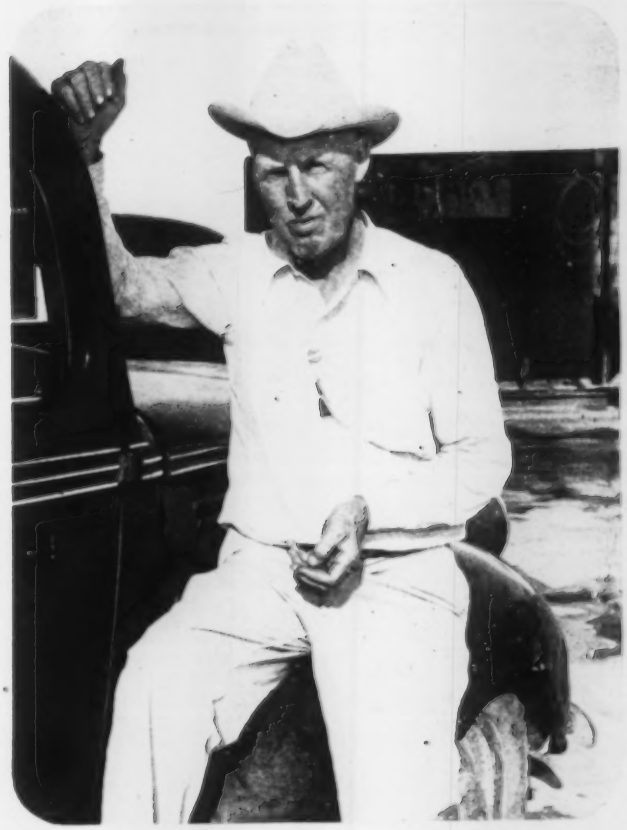
While the company does not specialize in any one medium (Mr. Newby thinks agencies can become topheavy through specialization), its chief accounts are in the food industry where he is regarded as a very bright young man, indeed. This is easy to understand since, on his numerous trips to various cities, he frequently disappears for hours for first hand inventory of his clients' products in the neighborhood grocery. Mr. Newby explains this by insisting you can't do a good job of advertising without knowing your two best salesmen, the grocer and the housewife.

In an industry famous for swank offices resembling cocktail lounges, Mr. Newby's own office is purely functional—a place to roll up your sleeves and go to work. He disapproves of account executives who make their headquarters in saloons and, consequently, you will seldom find his employes anywhere except in their own office or in their client's office. Mr. Peron, happily, has similar ideas.

With the exception of seven years spent in the *Herald-Examiner* ad department, Mr. Newby has devoted his entire career to the agency he heads. Born January 17, 1911, in St. Joseph, Mo., he went to Chicago as a youngster when his father entered the real estate business there. He attended public schools on Chicago's North Side until 1929, when he entered the U. of Nebraska at Lincoln. After two years as an undergraduate,

(*Continued on page 52*)

A TEXAS GOAT RANCHER SPEAKS HIS PIECE



Ranching in the vast expanses of the Great Southwest is a rugged business, and it is sturdy men like Ed Baifield—equipped with level heads, productive of sound and practical ideas, and the determination necessary to execute those ideas—who make a success of one of the nation's greatest and most lucrative industries.

Mr. Baifield owns and operates a big goat ranch near Junction, Texas, and not so long ago we received a letter from him, in which he expressed a few of his thoughts.

"We goat ranchers," writes Mr. Baifield, *"don't go to town but once in a while, so we don't get to go to a lot of shows and do a lot of other things that city folks do for entertainment, but we do have our radios. For quite a few years, I have listened to the fine programs on WOAI, and I just wanted to let you all know how much it means to me."*

These words, coming from a man like Ed Baifield, cause us at WOAI to feel that our efforts toward providing the best possible programs have not been in vain.

Mr. Baifield goes on to say, *"Besides your good programs, WOAI helps me to make money. I get the news and hear all about the market—that, lots of times, makes a big difference in the goat business."*

Mr. Baifield concludes his letter by saying, *"I don't have much time for letter writing and I'm not much good at it, but I did want to let you all know WOAI really helps me in a lot of ways—and how much I appreciate it."*

We disagree with him on *"not being good at letter writing"* because he has expressed very aptly the views of thousands of ranchers, dairymen, farmers, oilmen and others, who do not go to town very often—whose daily newspapers, in many cases, reach them the day following publication—and whose chief source of entertainment and valuable information is WOAI, the *only* 50,000 watt, clear channel station in Southwest Texas.

WOAI
San Antonio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

50,000 WATTS *Clear* CHANNEL

Respects

(*Continued from page 50*)

he returned to Chicago in search of a job.

When he formed the agency with Mr. Peron (Mr. Peron had an account), it was because of a conviction inherited from his father that few men grow rich on someone else's payroll. Their first accounts consisted of a sanitorium specializing in stomach disorders, a foot surgery school and a hotel resort.

The accounts were ideal, he says. If you got ulcers from a subnormal diet, or blisters from pounding pavements, the first two would come in handy. If you made good, the third could provide a swell place to spend a vacation. Since then the agency has acquired a number of accounts specializing in food and drinks, among them Ben Gee (Chinese foods), Cedargreen Frozen foods, Martin Food Products (Pal Peanut Butter), Honeybee Potato Chips and Mullin Food Products. In the thirst department, the agency handles James B. Beam and Fifty Grand whiskies, Prima Beer, Phillip Bloom Co. (cordials) and Mistletoe Gin.

Most of the agency's accounts use radio, with Prima Beer, Pal Peanut Butter, and Ben Gee foods supplying the bulk of more than $200,000 in radio billing. The agency also does considerable point-of-purchase, carcard, newspaper and outdoor advertising, with special emphasis on merchandising.

Mr. Newby's hobby is helping other people with their hobbies. For example, he regularly supplies young hobbiests of his acquaintance with match folders and cancelled post marks. He also enjoys collecting liquor bottles (empty) that are of foreign make or unusual design or both.

His pride and joy, as well as Mrs. Newby's, is their adopted daughter, Cathleen Marie. By Mr. Newby's standards, young Miss Newby is a youngster to make Margaret O'Brien and the early Shirley Temple green with juvenile envy.

WANTED!

5,000 FM SETS WE CAN BUY FOR CASH

This is an urgent appeal to receiver manufacturers for 1946 sets equipped with the new FM band. We are ready to pay cash for all of them delivered to us within the next 60 days.

We shall protect dealers and distribute these receivers through regular retail channels. Our FM engineers will make final decisions on acceptability of all receivers offered. And manufacturers will benefit by the intensive campaign we are conducting to promote FM.

Send immediately, express collect to Syracuse, one sample of any model you can supply in quantity. Or wire or phone us at once, collect, what you are able to offer. We want these FM sets for Syracuse and Troy right away. We mean business.

H. C. Wilder

WSYR · FM
Syracuse, New York
Telephone 3-7111

WSYR · FM
93.5 mc
"FIRST IN SYRACUSE"

901 CHRYSLER BUILDING, NEW YORK CITY · TELEPHONE MURRAY HILL 6-6243

SHERRY WINS

WOL Girl Gets Top Honors In Dorsey Contest

FROM the auditing department of WOL Washington to singer with the Tommy Dorsey Band, Hollywood's newest starlet, and winner of the Dorsey nationwide talent search—all in a little over a week—is the story of Sherry Sherwood's rise to fame [BROADCASTING, Aug. 19]. Last Monday the bandleader announced that Miss Sherwood had won the finals, and would appear in his forthcoming picture, "The Fabulous Dorseys."

At 9 p. m. Monday she sang with Tommy Dorsey's Band on his coast-to-coast Mutual show. Following the program, WOL held a "victory" party, while members of the press interviewed Miss Sherwood and Mr. Dorsey over special telephone lines from the WOL studios. Thursday she started before the cameras for the movie.

NBC SHIFTS LOCALE FOR MILES PROGRAM

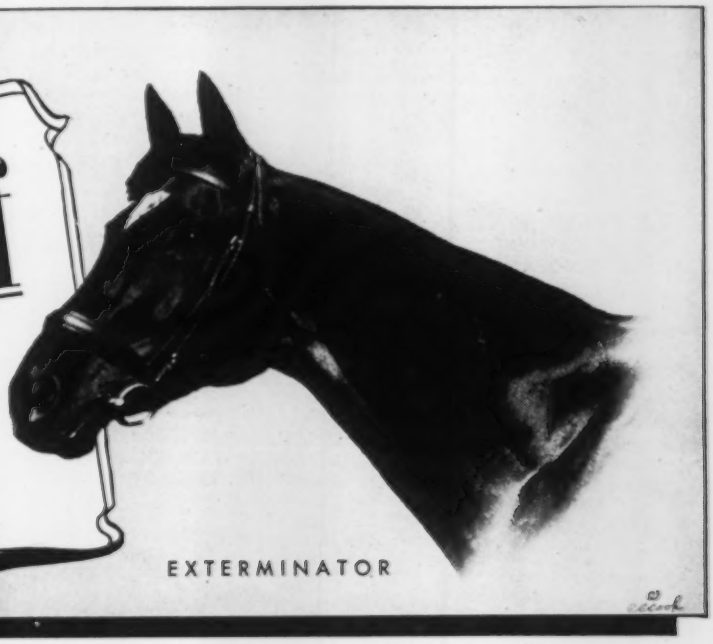
BECAUSE of increasing interest in Washington, D. C., as a top domestic news center, NBC will change the format of its *News of the World* program heard Monday through Friday, 7:15-7:30 p. m., putting news emphasis on Washington affairs by switching the origination of the program from its New York to Washington newsroom effective Sept. 23.

John W. Vandercook, who has appeared on the program from New York, will be dropped from the show, and Morgan Beatty, who has broadcast the Washington news on the program for the past four years will take over the m. c. position. Mr. Beatty's reports will be augmented from time to time by special on-spot pickups from Richard Harkness, Robert McCormick, Bjorn Bjornson, Joe Hainline and Leif Eid of NBC's Washington newsroom. William R. McAndrew, Washington director of news and special events, and David Brinckley, night news editor, will coordinate the Washington spots.

Miles Labs., Elkhart, Ind., sponsors the program through Wade Advertising, Chicago.

HORACE H. NAHM, president, Hooven Letters Inc., has been named chairman of the educational committee which has charge of the advertising and selling course of the Advertising Club of New York, by Eugene S. Thomas, president of the Advertising Club.

"The King of Them All"



EXTERMINATOR

THERE'S a very particular reason why the head of this horse appears in the symbol of WINR.

His name was Exterminator, and he was a great winner from the Triple Cities—Binghamton, Johnson City and Endicott. Owned by the late Willis Sharpe Kilmer, he lorded it over the rolling acres of Sun Briar Farm in the Triple Cities for thirty years.

He won the Kentucky Derby in 1918 at 30 to 1. King of the American turf for eight years, he won fifty races at all distances from six furlongs to three miles. In 100 stake races, he was out of the money only 9 times. His two-mile record is still unbroken.

He won in mud and on fast tracks, from the Atlantic to the Pacific, under all conditions. He won the Saratoga Cup four times, the Pimlico Cup three times, the Belmont Cup four times, the Autumn Cup three times. He beat Grey Lag, Sir Barton, The Porter, John P. Grier, War Cloud and Sun Briar.

The handicappers had to pile 140 pounds on him to stop him.

Col. Matt Winn said of Exterminator, "He was the king of them all."

Each year, on May 30, the school kids of the Triple Cities used to make a pilgrimage to Sun Briar Farm to celebrate his birthday. They fed him sugar and romped with him over the turf of Sun Briar until he died at the age of thirty.

Yes, he was a great winner, and he belonged to the Triple Cities.

That's why you see his picture on the symbol of a new winner in the Triple Cities—WINR, pronounced by everyone, "winner."

Two great winners, we think, belong together.

A NEW RADIO VOICE to tell your story to the 225,000 people of the Triple Cities, where only one other station can be heard. A rich audience in a depression-proof market which enjoys the third largest individual average annual income in New York State.

N. B. C. in the Triple Cities

Endicott Binghamton Johnson City

BINGHAMTON, NEW YORK

HEADLEY-REED, NATIONAL REPRESENTATIVES

Clockwise, starting at top:

Wayne West—350 pounds of fun and personality . . . singer . . . announcer . . . Director of Juvenile Theatre.

Milton Budd—top-flight Master of Ceremonies, Morning Personality Program. Loaded with showmanship.

Phil Gibson—Ace News Editor. Has 25 years experience in Peoria news.

Mary Lou Grimm—popular Women's Director, Style Shows . . . women's interest programs.

Ozzie Osborn—able Music Director . . . impresario of WMBD's studio orchestra.

"Farmer Bill"—whimsical Farm Director. A real dirt farmer who handles farm problems with humor and understanding.

The wide popularity of WMBD's personalities is one of the big reasons for the success of local programming. Throughout the broadcasting day, this steady parade of interesting people receives a warmhearted welcome from Peoriarea. WMBD is proud of the outstanding talent and appeal of these stars.

5000 WATTS CBS AFFILIATE

WMBD

PEORIA, ILLINOIS

Edgar L. Bill
President

Charles C. Caley
Executive Vice President

FREE & PETERS, Inc. . . National Representatives

MANAGEMENT

LIONEL F. BAXTER, who joined WAPI Birmingham, Ala., in 1934, has been named manager of operations of the station. In new post he has authority over all activities of the actual broadcasting facilities of WAPI. During the war serving in the Army and Merchant Marine, Mr. Baxter at WAPI has served as chief announcer, news editor, program director and director of public relations and promotion.

PAUL ESHELMAN, for five years general production control manager of Allen B. Du Mont Labs., has been appointed executive assistant to **LEONARD F. CRAMER**, vice president and director of television broadcasting. He has left the Passaic plant of the company and has taken over his new duties at New York headquarters. **ROBERT F. JAMIESON**, assistant general manager of WABD, Du Mont television station in New York, will instruct a class on the technique of video commercials at New York U. this fall. Designed for advertising personnel, course will deal with techniques of commercial television and the requirements of video departments in advertising agencies and radio stations. Course runs Sept. 30-Jan. 27.

GERRY TONKIN has been named manager of CJRL Kenora, Ont., succeeding the late **HOWARD CLARK**, who was drowned [BROADCASTING, Aug. 12]. Mr. Tonkin was formerly manager of CFAR Flin Flon, Man., and CKFI Fort Frances, Ont., and on staff of CKBI Prince Albert, Sask., as well as manager of the Toronto office of Northern Broadcasting & Publishing Co.

KEN BROWN, general manager of KOMA Oklahoma City, during past week has been in Washington and New York.

SI GOLDMAN, general manager of WJTN Jamestown, N. Y., was publicity manager of Snipe International Regatta held at Chautauqua Lake Yacht Club Aug. 21-23. Races will be held in Geneva, Switzerland, next year.

ARTHUR CASEY, assistant to the general manager of WOL Washington, has been appointed director of the Washington Advertising Club. He will serve for three year term.

ROBERT O. MILLER, general manager of WSBC Chicago, has been named chairman of the panel on "Foreign Language Broadcasting in the Public Interest" for the National School Broadcast Conference which convenes in Chicago Oct. 21.

CROSS SUGGESTS UN COMPETITION PLAN

IN A FRANK attempt to arouse wider broadcasting interest in United Nations session, Christopher Cross, UN radio liaison officer, has projected a plan for a competition among U. S. stations with a trip abroad as the prize for the winner.

Mr. Cross recently projected his plan to officers of the NAB who were reported to have looked upon it with at least tentative favor. Although his plan is by no means complete, Mr. Cross said that it contemplated the awarding of a trip abroad to a representative of the radio station which keeps its listeners best advised of UN activities.

Mr. Cross expects to hold further meetings with the NAB. It was believed that the plan would not take definite shape until the United Nations manages to institute its own broadcasting system [BROADCASTING, Aug. 12] which will include the beaming of shortwave transmissions so that U. S. stations may intercept them for retransmission.

Farms With Radios Vary 89 to 94.9%

Census Releases Statistics On Three States

OCCUPIED farms in three States showed radio ownership varying from 89% to 94.9%, according to figures released week by the U. S. Census Bureau on the basis of its agricultural census conducted in early 1945. Figures are being released at random by the Bureau (preliminary national data in BROADCASTING, Aug. 5).

Of 35,474 occupied farms in Massachusetts, 33,660 had one or more radios as of Jan. 1, 1945, an average of 94.9% for the State. The Bureau found that 33,107 Massachusetts farms had electricity and 26,295 had telephones. Leading income sources of farms were dairying, poultry and products, and vegetables and field crops.

Washington Statistics

In Washington 73,397 out of 77,780 occupied farms had radio sets, an average of 94.4%, with 67,955 having electricity and 35,502 having telephones. Field crops, and fruits and nuts were principal products.

In Maine 35,356 out of 39,721 occupied farms had radio receivers, an average of 89%, with 27,324 having electricity and 22,642 having telephones. Potatoes and dairy products provided principal sources of farm income.

Of 12,149 occupied farms in Arizona, 10,216 were radio equipped, an average of 84%. The State had 8,756 electrified farms and 4,661 had telephones. Principal farm crops, livestock and vegetables.

CHUM Toronto has appointed J. L. Alexander Co. as Montreal representative.

POLICE LIEUT. E. E. Kohn (r) is the the newest title given to the manager of WFPG Atlantic City. He was made a member of the city's auxiliary police in recognition of WFPG's assistance in a drive for a new ambulance and sworn in by Capt. William Mulloy, director of the auxiliary police in Atlantic City.

COMMERCIAL

GEORGE C. SMITH, in radio for 15 years and for three years member of advertising staff of the San Diego Daily Journal, has been appointed sales manager of KSDJ, new 5 kw-CBS outlet in that city which is affiliated with the Daily Journal. KSDJ is to begin operations about Oct. 15 on 1170 kc. Mr. Smith entered radio with former WFJC Akron, later joining WTOP Washington, WFMD Frederick, Md., and WHP Harrisburg, Pa.

HELEN WOOD, New York, radio station representative, will be known as Helen Wood & Colton effective Sept. 1 with appointment of **LIONEL COLTON** to full partnership.

WTVL Waterville, Me., has appointed Radio Advertising Co., New York, as national sales representative. Operating on 1490 kc with 250 w fulltime, and an ABC affiliate, station went on the air last June. WTVL is owned by Kennebec Broadcasting Co. and is managed by Carleton D. Brown. Kettell-Carter, Boston, represents WTVL in that area.

HOWARD O. PETERSON, sales manager of KMA Shenandoah, Iowa, is on the West Coast for fall business conferences with executives of Lewis H. Avery Inc., station representative.

CHARLES E. (Ted) MAXWELL, who for three years served with the Navy and since last September with WGBS Miami, has joined Donald Cooke Inc., New York, as account executive.

WGBS Miami and **WPDQ** Jacksonville, Fla., have appointed The Katz Agency, New York, as national representative effective Sept. 1.

MARTIN COHEN, publicity man at WWSW Pittsburgh, has been transferred to station's sales department replacing **ALLAN TRENCH**.

WKNB New Britain, Conn., owned by New Britain Broadcasting Co. and operating on 840 kc with 1 kw, daytime only, has appointed Adam J. Young Jr. Inc., New York, as national representative.

HOX Now Testing

HOX Panama City, Panama, which is scheduled to begin regular operations Oct. 1, has been conducting preliminary tests for its shortwave affiliates, HOXA HOXB HOXC, with all three transmitters tested for a total of 26 hours during a two-week period. During that time more than 300 replies were received from shortwave listeners all over the globe.

Upcoming

Sept. 2: IBEW National Convention, Sir Francis Drake Hotel, headquarters, San Francisco.

Sept. 5: KSFO-KQW 740 kc hearings, FCC Hqtrs., Washington, D. C.

Sept. 9-10: NAB Small Market Stations Executive Committee, Statler Hotel, Washington.

Sept. 11: Brand Research Foundation regional meeting, San Francisco.

Sept. 19-22: Affiliated Advertising Network annual meeting, Salt Lake City, Utah.

Sept. 28: Five-Power Telecommunications Conference (U. S., U. K., France, China, U. S. S. R.) Moscow.

Sept. 28-30: Radio Conference, Stephens College for Women, Columbia, Mo.

Sept. 28-29: AWD Second District Meeting, DeWitt Clinton Hotel, Albany, N. Y.

Sept. 30: Start of Inter-American Broadcast Conference, Mexico City.

Oct. 6-9: Advertising Specialty National Assn., Palmer House, Chicago.

Oct. 7-10: Financial Advertisers Assn. National Convention, San Francisco.

Oct. 8-9: Kentucky Broadcasters Assn. Executive Committee, Lafayette Hotel, Lexington, Ky.

Oct. 10-11: Television Broadcasters Assn. second video conference, Waldorf-Astoria, New York.

Oct. 21-23: School Broadcast Conference, Hotel Continental, Chicago.

Oct. 21-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.

Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.

HOW YOU DOING WITH THE LADIES?

Let's say that you are an advertiser (or agency buyer) with a product directed to feminine users. Naturally you must consider America's third market in your radio appropriation, but you might not want to buy a full program. So you cast about for one which has a large woman audience plus the added value of solid proven talent. If you do the kind of expert casting we think you will, you'll hook right onto KFI's topflight participating program — LADIES DAY — just the deal you want.

Holding the 4:00 p.m. spot from Monday thru Friday, LADIES DAY is a favorite with Southern California housewives because: (1) the three jovial swains who conduct the program (Emcee Bill Stulla, Tenor Bill Shirley, and Pianist-Organist Bob Mitchell) are terrific entertainers; (2) the program reaches listeners at a time when they can 'relax and enjoy it'. Also KFI welcomes the small amount of competition at this time period.

The extent of the audience for LADIES DAY was indicated recently when Bill Stulla offered a folder of photos of the cast. Within a matter of hours well over one thousand folders had been requested, almost *exclusively* by married women residing in all income districts! Why not offer *your* picture to these lovely eager ladies? Anyway, why not get more facts about LADIES DAY from KFI Sales or Edward Petry Company?

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

BUILD FOR WITH *Capitol's* NEW

★ ★ ★ 22 BIG-NAME PROGRAM

Shows with the Hollywood sparkle . . . with the glamour of good showmanship . . . with the stars and tunes that lure new listeners and attract new sponsors . . .

Build *shows like these from Capitol Transcriptions.* A basic library of more than 2000 selections and a guaranteed minimum of 50 new releases each month. (Production schedules call for 70!)

Everything you need for smart show-building comes with Capitol's service—brilliant opening and closing musical themes for 22 different programs, *spoken introductions* by the stars themselves, and *musical interludes* to background commercials.

As an extra help to your own station experts, Capitol suggests programming for 30 hours of snappy, pace-shifting entertainment each week. Dated program formats for more than 400 complete shows come to you every month . . . bringing new variety to your station schedules, and fresh approaches to prospective sponsors.

. . . Every Capitol Star Is An

SHOWS SPONSORS *Transcription Service*

FORMATS EVERY WEEK ★ ★ ★

QUARTER-HOUR SHOWS LIKE THESE

"My Serenade"
Songs of Hal Derwin

★

"Gene Krupa"
Drums and rhythm

★

"Sunset and Vine"
Variety

★

"Enric Madriguera"
Latin rhythm

★

"Lullaby in Rhythm"
Buddy Cole at the piano, novachord, and celeste

★

"Jan Garber"
The idol of the airlanes

★

"Hawaiian Echoes"
Danny Kuaana's Islanders

★

"Organ Moods"
Pipe organ

"King Cole Trio"
Unique styling in songs and rhythm

★

"Dinning Sisters"
Great harmony

★

"Chuckwagon Jamboree"
Jack Guthrie and Shug Fisher

★

"Songs by Peggy Lee"
America's new song sweetheart

★

"Alvino Rey"
A new style in dance music

★

"Tex Ritter's Music Corral"
Western songs

★

"Rhythm Ranch"
Starring Wesley Tuttle

★

"Del Porter"
Novelty

TYPICAL HALF-HOUR SHOWS

"Music from Hollywood"
The best from America's Entertainment Capitol

"Sunday Salon"
George Kast ensemble

★

ONE-HOUR SHOWS

"Juke Box Review"
The finest bands and singers

"Alarm Clock Club"
Morning variety

"Hayloft Jamboree"
Western and hillbilly variety

Send for a Recorded Demonstration!

Hear *all the features that make the Capitol Service excitingly* different! *Capitol will be glad to send you a demonstration transcription on request.*

Capitol
DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS

PROGRAM SERVICE
FROM HOLLYWOOD
SUNSET AND VINE

Audience Builder

SPONSORS

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), began sponsorship of "Louise Massey and The Westerners" (transcribed Neblett Radio Productions package) in latter August on: WKZO WJEF KTRH KTSA KWTO KMBC WDAL. Contracts for 26 weeks placed by Campbell-Mithun, Minneapolis.

MASTIC ACRES, Long Island, N. Y. realty development, currently sponsoring participations on "Anything Goes" program on WNEW New York, is planning to start spot announcements on WMCA WHN and WNEW New York due to an increase in the firm's overall appropriation from $100,000 to $170,000. Agency is Jasper, Lynch & Fishel, New York.

A. MOODY & Co., Los Angeles (mattress manufacturer), sponsoring "Erskine Johnson in Hollywood" twice weekly on KHJ Hollywood, with broadcast of Sept. 3 adds KFRC San Francisco. Contract is for 52 weeks. Additional markets are anticipated. Agency is Lester C. Nielson Co., Huntington Park, Calif.

CHAS. SCHAEFER Corp., Brooklyn (Dorquest Quality Beer), has appointed Tracy, Kent & Co., New York, to handle advertising. Firm is using spot announcements five time weekly on WMCA New York and plans to use more stations in metropolitan area.

UNITED-REXALL DRUG Co., Los Angeles (drug chain), Sept. 6 will broadcast Los Angeles Times Charities game between Washington (D. C.) Redskins and Los Angeles Rams on 10 CBS Pacific stations, Fri. 8:30 p.m. (PST) through game's close. Agency is BBDO, Los Angeles.

DETERGENT Corp. of America, Terre Haute, Ind., has appointed Anfenger Adv., St. Louis, to handle advertising of D-70, new soapless detergent. Radio will be used.

BEN TUCKER HUDSON BAY FUR Co., Brooklyn, N. Y., has started sponsorship of Walter Kaner, formerly with the Army and who as "Tokyo Mose" broadcast daily record show for G. I.'s in the Pacific, for two weekly Broadway commentary programs on WINS New York, twice on Sunday, 11:30-12 a.m. and after Yankee baseball game broadcast. Before entering service Mr. Kaner served as director of publicity and special events at WLIB and WWRL New York. Agency for Ben Tucker is Robbins Adv., New York.

GILLETTE SAFETY RAZOR Co. of Canada, Montreal (razor blades), Sept. 18 sponsors Joe Louis fight broadcast on 53 Dominion and Trans-Canada network stations, Wed. 10-11 p.m. Agency is MacLaren Adv., Toronto.

CURTIS PUBLISHING Co., Philadelphia (Holiday Magazine), has started spot announcements on a number of Canadian stations. Agency is BBDO, New York.

D L & W COAL Co., Buffalo, N. Y. (Blue coal), Oct. 4 starts "The Shadow," half-hour weekly transcribed program, on a number of Canadian stations. Agency is Vickers & Benson, Toronto.

LESTER COWAN PRODUCTIONS, Hollywood, has appointed Bozell & Jacobs, Los Angeles, to handle advertising.

GLORIA BRISTOL COSMETICS, Los Angeles, has appointed Henry H. Sterling Inc., that city, to handle advertising. Radio is considered.

J. S. LAING AGENCIES, Toronto (Lustre-Creme), has started quarter-hour musical programs on number of eastern Canadian stations. Agency is A. J. Denne & Co., Toronto.

C. E. BARBOUR Co., St. John, N. B. (tea and coffee), has started quarter-hour transcribed program on a number of eastern Canadian stations. Account placed direct.

MARVIN'S Ltd., St. John, N. B. (biscuits), has started transcribed program weekly on nine eastern Canadian stations. Agency is H. F. Stanfield Co., St. John.

LEWIS-HOWE Co., St. Louis (Nature's remedy), has appointed Grant Adv. of Canada, Toronto, to handle advertising.

DODGE MOTOR CAR DEALERS of Kansas City have contracted with KMBC that city for sponsorship of full season of highlight Big Six "grid game of the week." Ten games are on schedule, first to be Missouri-Texas contest Sept. 21 from Austin, Tex. Ruthrauff & Ryan handled business.

KPAC

Deepest in the Hearts of Texans

MBS

BMB

Representatives

Sears & Ayer, Inc.

NETWORK ACCOUNTS

New Business

BEN HUR PRODUCTS, Los Angeles (coffee), Sept. 16 starts for 52 weeks Fulton Lewis Jr. on 40 Don Lee Pacific stations, Mon. through Fri. 4-4:15 p.m. (PST). Agency Foote, Cone & Belding, Los Angeles.

J. A. FOLGER & Co., San Francisco (coffee), Sept. 9 starts for 52 weeks "Frank Hemingway—News" on 40 Don Lee Pacific stations, Tues.-Thurs.-Sat. 5-5:15 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood. Los Angeles Soap Co., Los Angeles (White King, Sierra Pine), Sept. 9 starts that program for 52 weeks on 40 Don Lee Pacific stations in Mon.-Wed.-Fri. 5-5:15 p.m. (PST) period. Agency: Raymond R. Morgan Co., Hollywood.

UNDERWOOD, ELLIOTT, FISHER Co., Toronto (office equipment), Oct. 10 starts "Marjorie Lea Underwood Hour," previously listed as "Underwood Recital," on 11 CBS Dominion network stations, Sun. 1:30-2 p.m. Agency: J. J. Gibbons Ltd., Toronto.

BRISTOL-MYERS, Montreal (Sal Hepatica, Trushay), Sept. 20 starts "Alan Young Show" on 28 Dominion network stations, Fri. 8:30-9 p.m., with repeat to Pacific region 11:30-12 p.m. Agency: Ronalds Adv., Montreal.

FTC Files Complaints On Radio Advertisers

COMPLAINTS charging false and misleading advertising were filed last week by the Federal Trade Commission against two heavy radio users and an agency representing one. Defendants are Ralston Purina Co., St. Louis; Beechams Pills Inc., Bloomfield, N. J., and the Beecham agency, Street & Finney, New York.

FTC challenged Ralston's advertising claims for Purina Startena, a baby chick feed, as "false, deceptive and misleading." Beechams Pills was charged with "false and misleading" advertising claims with reference to the therapeutic properties of the pills.

FTC released the Ralston complaint Thursday and Beechams action Friday. Both manufacturers and Street & Finney were given 20 days in which to file answers.

Charges Against CBS

NATIONAL Labor Relations Board notified CBS last week that the United Office and Professional Workers of America (CIO) had filed unfair labor practice charges against the network for the alleged firing of Roy Smith, a CBS publicity staffer. A network official pointed out that Mr. Smith's service was terminated to make room for a returning veteran.

WBNX SETS RULINGS ON ANNOUNCEMENTS

WBNX New York, continuing a revised program policy with emphasis on public service, has announced that it is freezing segments of desirable time across the board for programs in the public interest.

At the same time, William L. Moore, WBNX manager, announced that the station has officially notified its advertisers of the station policy that participating programs will not carry more than three announcements in each quarter-hour period, each announcement not to be of more than one-minute duration. Social announcements were banned by the station two years ago. The station is now broadcasting in English, Italian, Jewish, German, Spanish, Polish, Greek, French and Ukrainian. WBNX is an applicant for an FM station in New York.

KIST STAFF READY TO START SEPT. 29

HARRY C. BUTCHER, author of *My Three Years With Eisenhower*, has assembled a staff of radio and war veterans for his new Santa Barbara, Calif., station, KIST, which goes on the air Sept. 29.

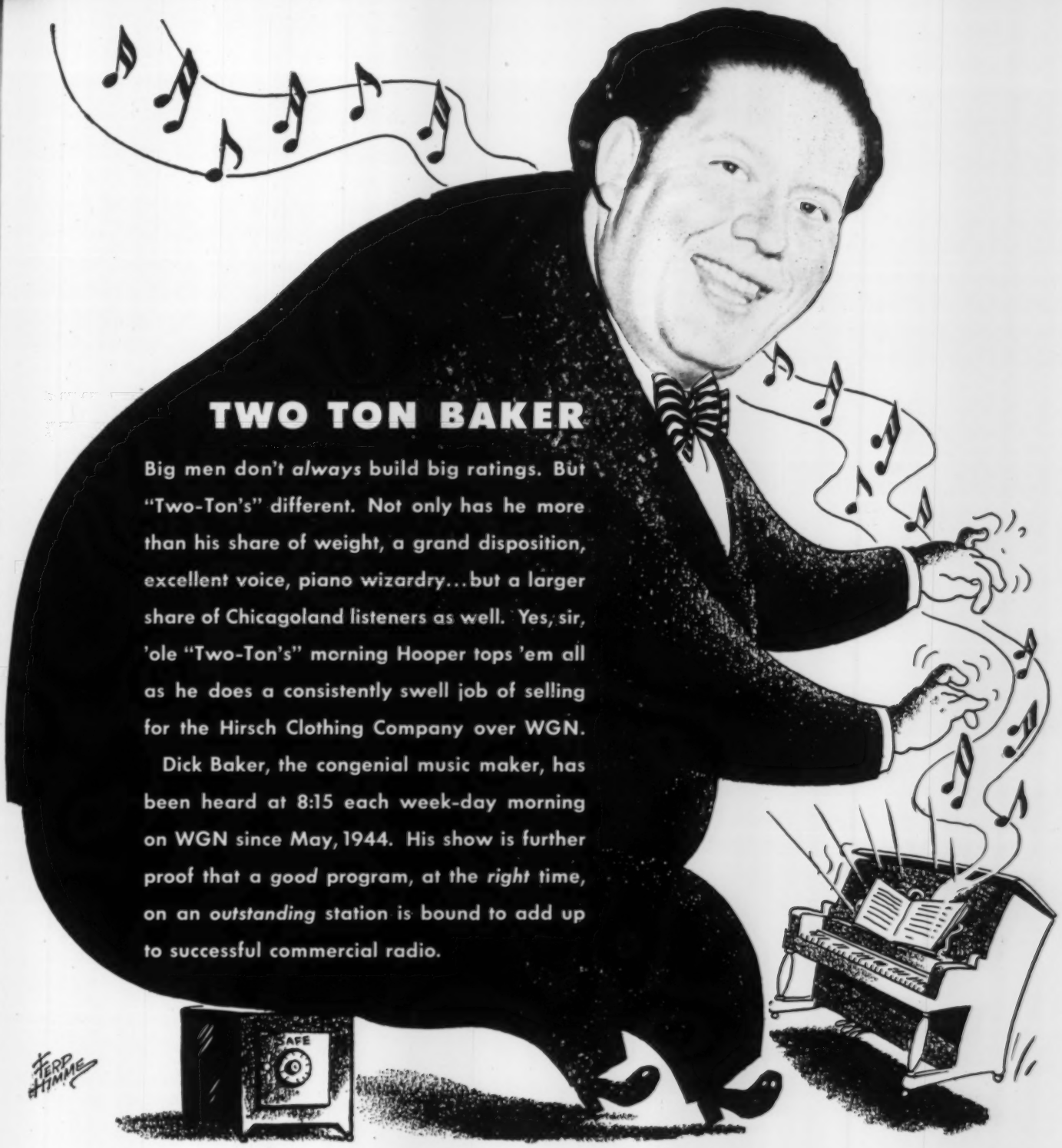
Owned solely by Mr. Butcher, for 13 years manager of the former WJSV Washington (now WTOP) and before the war vice president in charge of the CBS Washington office, the station will operate on 1340 kc with 250 w power. Construction permit was granted April 26. It becomes an NBC outlet.

General manager will be Fox Case, former CBS West Coast public relations director and assistant director of CBS Washington office. One of the salesmen for the station will be Mickey McKeogh, who was orderly to General Eisenhower when Mr. Butcher was his naval aide. Ex-Sergeant McKeogh has also written a book entitled *Sergeant Mickey and General Ike*.

William Royal, recently discharged from the infantry and producer of *Five Star Final*, news dramatization show, will be program director. He will work with his wife, Vivian, who is continuty director. Chief of the engineering staff is William J. Pickering, a captain with the Signal Corps for 3½ years in Europe who was technical operations supervisor for European troop information and entertainment broadcasts. Berry Watson, who was in the Coast Guard during the war and has 15 years experience in news public relations, will head the news bureau.

Ad Club Appoints

CHARLES B. KONSELMAN, advertising manager of A. & M. Karagheusian Inc., New York, has been appointed director of clinics of the advertising and selling courses of the Advertising Club of New York, and Thomas W. Jones, owner, Acme Mail Service, New York, has been appointed director of student activities for 1946-47 season.



TWO TON BAKER

Big men don't *always* build big ratings. But "Two-Ton's" different. Not only has he more than his share of weight, a grand disposition, excellent voice, piano wizardry...but a larger share of Chicagoland listeners as well. Yes, sir, 'ole "Two-Ton's" morning Hooper tops 'em all as he does a consistently swell job of selling for the Hirsch Clothing Company over WGN.

Dick Baker, the congenial music maker, has been heard at 8:15 each week-day morning on WGN since May, 1944. His show is further proof that a *good* program, at the *right* time, on an *outstanding* station is bound to add up to successful commercial radio.

A Clear Channel Station . . . . . Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

Are you getting **SUNKIST** *Advertising?*

We'll assume you *want* Sunkist advertising. We'll also take it for granted that you want to reach the *key men* who decide where the Sunkist advertising dollar is spent. On that subject, the clipping below speaks for itself. It's from the advertising column of *The New York Times* and it's just one more case, typical among national advertisers, where the *sales manager* is the *boss* when it comes to decisions on markets and media.

Ads to Boost Sunkist Lemons

A concerted advertising effort will be put behind the sale of Sunkist lemons, steady supplies of which offer the opportunity to promote to advantage, L. H. Wohlwend, general sales manager of the California Fruit Growers Exchange, reported yesterday. Aggressive jobbers and retail organizations will set all-time Sunkist lemon sales records this year, he said. In addition, cold lemonade is to be promoted exclusively by radio, he said, with seventy-seven stations scheduled to make short announcements several times daily for the duration of "lemon weather."

Remember: Your *one sure path* to the sales managers desk is a consistent advertising campaign in SALES MANAGEMENT, the only publication specifically edited for the sales executives of national advertisers . . . the magazine with more sales managers among its subscribers than *all* other publications in the sales-advertising field *combined*.

IT'S SM 4 TO 1

Say the Nation's Leading Media Buyers

Sales MANAGEMENT

386 FOURTH AVE. NEW YORK 16, N. Y.
CHICAGO SANTA BARBARA

PRODUCTION

BOB EMERY, formerly on the production staff of WOR New York and for two years in charge of that station's experimental programs, has joined the Du Mont television station WABD New York as manager of its sustaining program department. This newly created department will be considered as a client of the station's program operations department, headed by **LOUIS A. SPOSA**, which will provide facilities for sustaining shows as well as for those of the station's commercial clients.

ROBERT BUTTON, assistant to **THOMAS C. McCRAY**, program manager of NBC, has been appointed night program manager of the network. **RAYMOND O'CONNELL**, member of the information department, has been named to succeed Mr. Button as assistant to Mr. McCray.

ED HAMLYN, continuity writer of WSTC Stamford, Conn., has resigned to become speech and dramatics teacher at Circleville, Ohio, High School.

JOHN de B. PAYNE, program administrative officer of CBC Montreal, is in Copenhagen, Denmark, on leave of absence from CBC as radio advisor to the Food and Agriculture Organization conference. He has served in a similar capacity at UNRRA and international aviation conferences at Montreal, and at the UN Security Council at New York.

ROLLO HUNTER, production manager of KECA Hollywood, and Eileen McGann were to be married in Los Angeles Aug. 31.

ALAN COURTNEY joins KMYR Denver Sept. 16 to present Mon. through Fri. 5:15-7 p.m. "Courtney's Campus Club" record program. Mr. Courtney has been with WOR New York where he conducted "Courtney's Record Carnival."

FRED SEMANN has replaced **MARY LOUISE BOERTMAN** as musical director of WOAI San Antonio. Mrs. Boertman has resigned to return to her home in Kansas.

JERRY STONE of WDAS Philadelphia will be off to Europe for one month on State Dept. mission.

HELEN WARD, former vocalist with many top orchestras, has joined the program department of **WHN** New York. She will produce several new musical shows on fall schedule.

ALBERTA E. HACKETT, former administrative assistant to **ROBERT ADAMS**, NBC national production manager, resigned Sept. 1 to go to Hollywood where she will do radio production work.

WILLIAM H. SCHWARZ, with CBS as office assistant in shortwave production, has been appointed a WABC New York director.

FRANK GALEN has been assigned to write new "Dennis Day Program," sponsored by Colgate-Palmolive-Peet Co., starting Oct. 3, Thurs. 7:30-8 p.m. on NBC.

JIM TRAVIS, program director of WLAU Laurel, Miss., has resigned. He is succeeded by **CARRELL JACKSON**, WLAU special events director and chief newscaster. Mr. Jackson formerly was program director of WMOX Meridian, Miss. New addition to WLAU announcing staff is **TODD LANE**.

LEE GIROUX has resigned as program manager of KSAN San Francisco to devote full time to freelance radio work.

ROBERT WILEY, from WFMJ Youngstown, Ohio, has joined announcing staff of WOL Washington succeeding **FRANK BLAIR** who resigns to become program director of WARL, new station in Arlington, Va.

TRUDY GALE, New York freelance radio actress, is to be married to Mortimer E. Unger, former captain in the Army, Oct. 12 in New York.

MADONNA TODD, former continuity editor of KPO San Francisco, had been appointed director of educational broadcasts of KQW San Francisco. She succeeds **LOUISE TABER**, who died of a heart attack July 22.

JOE MIDMORE, discharged from RCAF, has returned to CKWX Vancouver, B. C., as continuity editor. **KEN HUGHES**, former chief announcer, has been appointed day production supervisor of CKWX and **REO THOMPSON** has been appointed night production supervisor.

HAPPY PAIR is Phil Cook (l) and Arthur Hull Hayes, general manager of WABC New York. Mr. Cook, radio veteran of 22 years, has signed three-year contract with WABC for continued presentation of his five-weekly 8:15-8:30 a.m. program. Never without a sponsor, he currently is advertising products of Colgate-Palmolive-Peet Co. (Halo and Super Suds), United Fruit Co., Procter & Gamble (Spic & Span), Emerson Drug Co. (Bromo-Seltzer) and Continental Baking Co. (Wonder Bread).

JACK GREGSON has shifted from KPO San Francisco to NBC Hollywood and been assigned m.c. on weekly regional network program "Let's Laugh and Get Acquainted." He succeeds **DON WILSON** who resigned spot because of other network commitments.

ROSALIE GRAINER, member of KFI Los Angeles transcription department, has been married to Staff Sgt. Lewis O. Rose, a Japanese prisoner for 42 months.

MARILOU NEUMAYER, who portrays Joyce in Mutual's "Captain Midnight" series, Oct. 5 is to be married to Dr. Harrison Putnam Jr. of Canton, Ill.

ALBERT VAN ANTWERP, writer of "Adventures of Red Ryder" on Don Lee Pacific stations, is recuperating from a serious illness and will not return to his assignment for several weeks.

ROLLIE VAILE has been appointed continuity editor of KCMJ Palm Springs, Calif.

ANNE BRENTON, CBS Western Division director of music clearance, is in New York for three weeks.

PAUL SIMPKINS, chief announcer and record m.c. at WJXN Jackson, Miss., is the father of a boy, Paul Jr.

MARIE MAHER, former publicity director of the Omaha Chamber of Commerce, has joined the program department of KCMO Kansas City. With Omaha World Herald when that paper acquired KOWH, Mrs. Maher did continuity work with the station, later joining KBON Omaha as program director.

DICK LYON, out of Navy, and **DAVE NAUGLE**, also veteran of that service, have been added to announcing staff of KTBC Austin, Tex.

HARLOW WILCOX will handle announcing of NBC's "Truth or Consequences" when program resumes Sept. 14. He also announces "Fibber McGee & Molly" on that network.

PERRY W. CARLE, released from Army and prior to that on staff of KINY Juneau, Alaska, has joined KUJ Walla Walla, Wash., as continuity director and announcer.

BILL HIGHTOWER, program director of WSTC Stamford, Conn., has been granted a year's leave of absence to take over his father's laundries in Texas. Move is necessitated by illness in the family. **FRED DAIGER** has been named to fill vacancy at WSTC effective Sept. 1.

UN Radio Panel Headed by Stoner

BRIG. GEN. FRANK STONER, Army Communications chief, has been named chairman of the Communications Panel for the United Nations, it was announced last week. General Stoner will head the panel composed of communications experts from various UN member nations, who will set up world-wide facilities for the broadcasting of the UN assemblies.

"Plans will be drawn up within the next two weeks," General Stoner told BROADCASTING. He is being loaned by the Army for temporary duty with UN for at least four months, he said.

Projected plans, according to the general, are to make use of the powerful vhf transmitters on both the East and West Coasts formerly used by OWI, now operated by the State Dept. "The work will entail the use of broadcast facilities in every country," he explained. "The State Dept. transmitters will probably send signal over vhf with directional antennas for the various nations. The signal will then be channeled through the regular longwave facilities to the listeners."

He said that recorders may be used in some localities where time differences make live broadcasting inconvenient.

Entire sessions will be broadcast, in all probability, he said, with activities translated for the various nations receiving the signal.

"Eventually we will have a UN radio station," he said, "but at present we will use facilities now available."

General Stoner set up the world-wide communication network used by the Army throughout the war. "I only hope we can do the same job for peace," he commented. "There is a tremendous need for an understanding of what these conferences are accomplishing. Radio is undoubtedly the fastest and the most efficient means of reaching the people throughout the world for whose benefit these meetings are being held."

WDRC
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WDRC—FM

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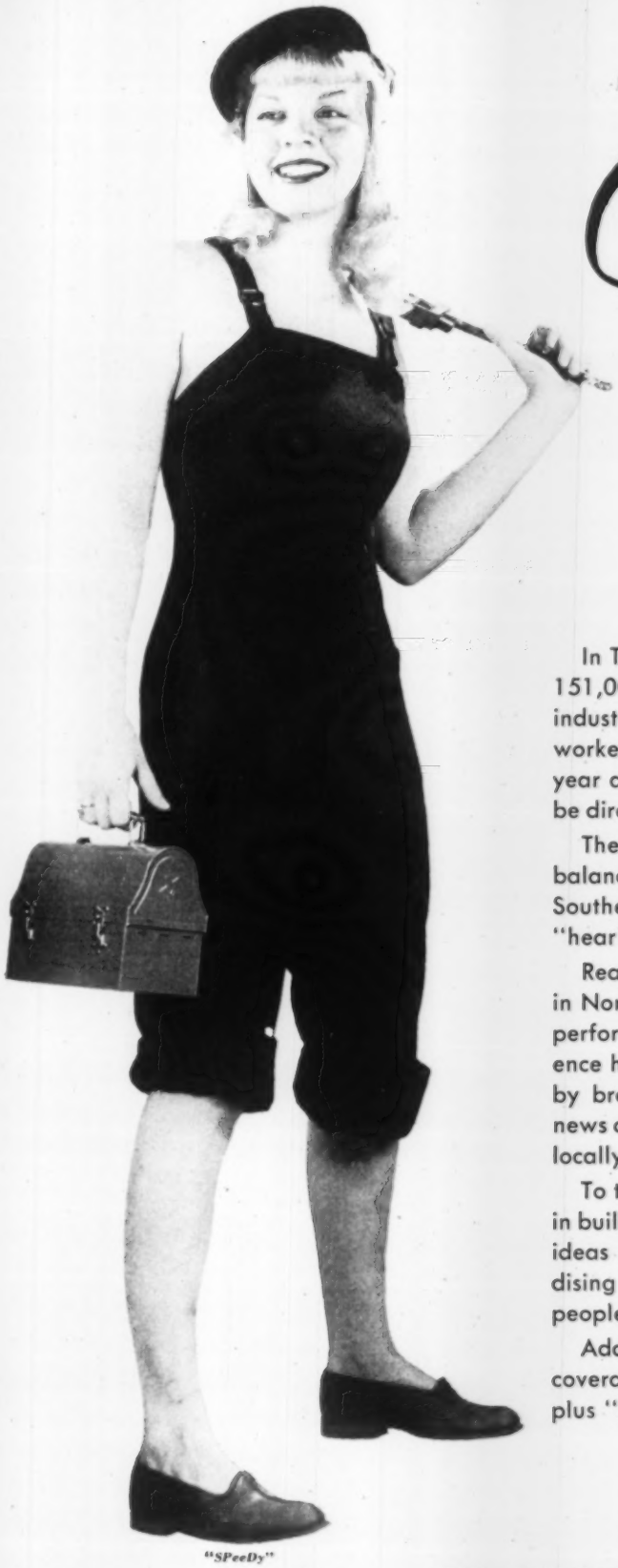
Get all 3 on WDRC . . . coverage, programs, rate! Write Wm. Malo, WDRC, for spot availabilities this Fall. Basic CBS, Hartford.



"SPeeDy"

Industrially Yours . . .

In Toledo, the hub of the interior manufacturing belt, 151,000 people employed by 684 manufacturing and industrial plants celebrated Labor Day today. These workers, it is estimated, will earn $375,000,000 this year and the normal percentage of these earnings will be directed into consumer markets to supply their needs.

The "buying habits" of these people—as well as the balance of the population of Northwestern Ohio and Southern Michigan, are influenced greatly by what they "hear" advertised.

Reaching the ears of more than 2,000,000 people in Northwestern Ohio and Southern Michigan is a task performed 19 hours a day by WSPD. This listening audience has been developed throughout the past 25 years by broadcasting the finest network features, greater news coverage, special events and a variety of top-notch locally produced programs.

To the advertiser WSPD offers 25 years of experience in building streamlined selling programs—new program ideas and a quarter-century's experience in merchandising "know how"—geared to reaching the right people at the right time.

Add the two together and you receive concentrated coverage of one of America's major industrial centers plus "speedy" sales results in a $700,000,000 market.

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ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

Plans for a 43-Station FM Network In Texas Given at Austin Radio Forum

ARNOLD WITTMAN, director of the school plant division of the Texas State Dept. of Education, revealed to radio men and educators attending the third annual Radio and Audio-Visual Education Forum Aug. 15-16 at Austin that tentative plans have been drawn for a network of 43 FM radio stations in Texas.

The progress made toward statewide FM educational networks in Oklahoma and Louisiana was reported at the conference. Dr. Sherman Lawton, director of radio at the U. of Oklahoma, said the plans in his State were still largely on paper, although several FM stations are operating at educational institutions.

Ralph Steetle, director of radio at Louisiana State U., said LSU has received its construction plans, frequency assignment and call letters WLSU and hopes to get its FM broadcasts on the air early in 1947. Mr. Steetle said he did not believe FM educational stations would be in competition with commercial AM stations.

"We believe we can reach certain minority groups," he said, "and by minority groups I don't mean in a racial or religious sense. I mean the minority group that likes to hear a symphony orchestra, or a discussion program. Our audience will necessarily be small because of the scarcity of FM receiving sets. In the city of New Orleans, for instance, where a commercial FM station is now operating, there are only 800 FM sets."

Lawton Views

"The industry generally has responded to the Blue Book with an aggressive defensiveness which suggests a guilt greater than the industry need confess," Dr. Lawton said in an address to the forum.

"Generally speaking," he continued, "American commercial radio has done a superb job and has given generous and enlightened attention to its public service responsibilities. There are exceptions, of course, and it is to these exceptions that the Commission points."

Dr. Lawton told the group that many of the bright hopes for education through radio in the early days of the industry had since dimmed. But, he added, rather than blaming the failure on radio, the blame should be on the part of the educators. "It has long been true in radio," he said, 'that commercial people have done more about education than the educators have done."

In his opinion, radio is not too good an educational medium. "A single-sense medium has two strikes against it when it picks up an educational bat," he said. "The very people who need education by radio the most are the ones who don't listen. . ."

However, he added, "perhaps what it loses in quantity of teaching to any single individual is more than made up for in the fact that it teaches so many."

"While we sit and complain about the offerings which can be heard on the radio," he continued, "the children are learning from these same offerings. Where we have failed, the commercial people seem to be succeeding." And he pointed out such programs as *Jack Armstrong*, *The Sea Hound*, and *Superman*.

He praised the War Dept.'s use of the "soap opera" format to tell its story of *Chaplain Jim*, the OWI's policy of using Fibber McGee and Molly to explain OPA, and various "soap serial's" employment of typical human problems to help the listeners solve their own troubles.

Offers Suggestions

Dr. Lawton suggested the following steps for educators to take for immediate improvement in the use of radio for education: 1, Use the entertainment programs children are already listening to; 2, become acquainted with the entertainment programs which have secondary educational objectives; 3, become better acquainted with "the great educational and cultural programs" already on the air; 4, use the planned programs available in the State schools of the air; 4, become "less aggressive about getting our own programs on the air and more diligent in learning how to use programs which are already available"; 6, "criticize a little less and evaluate a bit more."

He concluded: "Yes, the future of radio education once more looks bright [through FM and television]. But the present is bright, too. It is as bright as we are—and no more."

HOOSIER ROUNDUP

Indiana Fair Features Special Four-Hour Radio Show

HEADLINE feature of the Indiana State Fair, Aug. 31 at Indianapolis, was the four-hour *Hoosier Radio Roundup*, an all-Indiana radio show. An hour of the program, 10:15-11:15 p.m. was carried by ABC and a network of 18 Indiana stations.

Ole Olsen and Chic Johnson, radio and vaudeville entertainers, were to be featured, along with Hoagy Carmichael, composer; Herb Shriner, radio and stage comedian; and Singin' Sam, radio personality. Hoosier stations whose talent participated include: WTRC WKMO WJOB WBOW WIBC WAOV WHOT WGL WGBF WISH WIRE WSBT WFBM WOWO. The *Roundup* is under the direction of Harry K. Smythe, manager of Artists Bureau of WOWO Ft. Wayne. Producer is Ed Mason, program director of WIBC Indianapolis.

TECHNICAL

JOHN KRIZEK, WBBM Chicago engineer, returned to the station last week following 23 months Army service.

RCA has developed a new electronic phonograph needle pickup tube, of lead pencil thickness and about an inch long, which is said greatly to simplify reproduction from recordings. Not yet in production, tube needle is of three-element variety, transforms mechanical vibration into modulated electric current.

GENERAL ELECTRIC Co., Schenectady, N. Y., Tube Division, has published new 600-page technical manual on electronic transmitting tubes, providing latest information for use by designers and engineers. Selling for $2, manual contains photographs, outline drawings, ratings, performance curves and application data on 94 tube types.

ROY D. CAHOON, senior engineer of the CBC International Service, and **DENIS M. GICK**, manager of ZQI Kingston, Jamaica, now on loan to CBC, are on tour of the West Indian islands to gain first-hand knowledge on technical matters dealing with shortwave reception there as well as audience reaction to programs from Canada beamed to the Caribbean area. Pair are stopping at Nassau, Barbados, Trinidad, Georgetown, Kingston and Havana.

RAYTHEON Mfg. Co., New York, is producing a high fidelity 10-w monitoring amplifier for AM or FM use and known as model RM-10. It is designed for all monitoring, audition, recording and playback applications. Unit features high gain and low distortion characteristics, is designed for standard relay rack or cabinet mounting.

JACK GORDON, discharged from RCAF, has been appointed chief engineer of CKWX Vancouver, B. C., and **CHARLES SMITH**, former production manager of CJVI Victoria, B. C., has been appointed assistant chief engineer of CKWX.

TOM [illegible] ATHERSTONE, chief engineer of KFEL Denver, has been awarded $2,500 first prize for best design of transmitter in amateur band in contest sponsored by Taylor Tubes Inc., Chicago, and participating firms.

CHARLES H. COLMAN, studio engineer of WFIL Philadelphia, released from the AAF as lieutenant colonel, has been elected chairman of the Philadelphia Chapter of NABET. **ELMER J. CUMMINGS**, engineer at KYW-FM Philadelphia, serves as secretary-treasurer.

ANDREW Co., Chicago, has published bulletin 42, containing complete technical information on its FM and television coaxial transmission lines. Featuring completely solderless installation, lines meet 51.5 ohm impedence standard proposed by RMA.

In New Quarters

KOME Tulsa, Okla., is now occupying its new offices and studios on top floor of KOME Bldg., 8th and Main Sts.

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SERVE AND SELL IN
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- WLAP—ABC
  Lexington, Ky.
- KFDA—ABC
  Amarillo, Tex.
- WCMI—CBS
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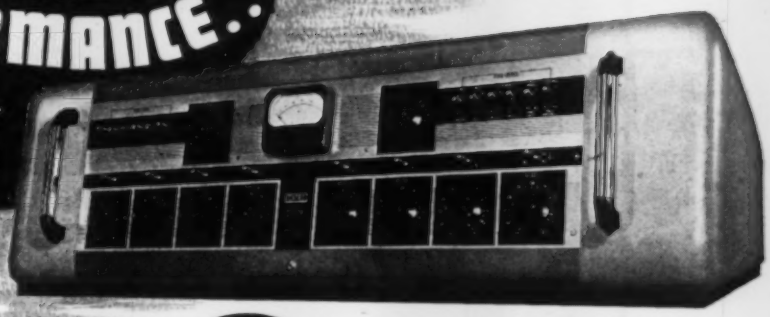


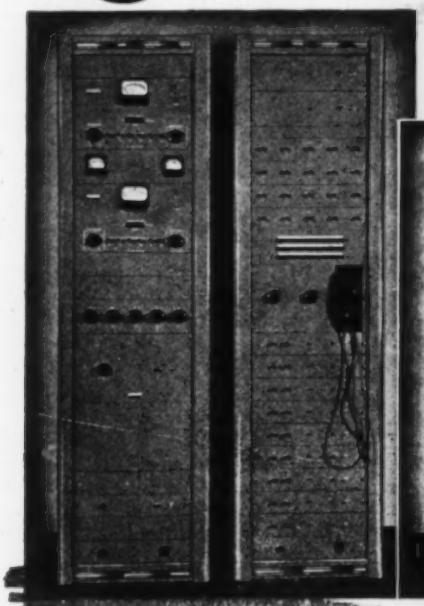
NEW SPEECH INPUT EQUIPMENT..

The 5M CONTROL CONSOLE

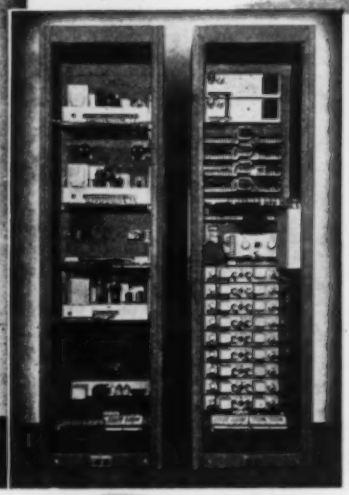
The latest contribution by GATES engineers to Station versatility and high performance in speech input procedure, is the New GATES "5M" System, here shown for the first time.

Consisting of the redesigned 5M Control Console for split-second adaptability and newly streamlined for eye appeal, and two Gates engineered Equipment Racks as shown, the 5M System is the ONE adaptable equipment to install for Station technique and showmanship.

THE 5M EQUIPMENT RACKS



(FRONT VIEW)



(REAR VIEW)

FOR THE MEDIUM AND LARGE SIZE STATION

The GATES 5M System fits the requirements of the medium and large sized broadcasting station.

The overall frequency response for either the program or monitoring circuits is entirely suitable for FM installations, as the response is essentially flat from 30 to 15,000 Cycles. Many combinations of circuits may be set up by means of the switches and the patch panel on the Equipment Racks, and are then controlled by the mixers and switches on the front of the Control Console. The equipment, as shown here, provides 2 program amplifiers, a loud speaker Control Panel, monitoring amplifier, switch provision for selecting 25 remote lines, talkback to any of the remote lines, 9 preamplifiers, power supply for preamplifiers, and switch and fuse panels for controlling power to each Rack. Terminations at the bottom rear of each Cabinet may be connected to provide practically any permanent arrangement necessary.

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ACTIONS OF THE FCC

AUGUST 23 to AUGUST 29

Decisions . . .

AUGUST 23
BY COMMISSION EN BANC
Transfer of Control

WTAX Springfield, Ill.—Granted consent to transfer control of Station WTAX from Jay A. Johnson to Oliver J. Keller, Archie Lee, Frederick G. Blackburn, Noah M. Dixon and Lewis F. Gillespie for a consideration of $100,000. The petition of Commodore Bcstg Inc., Decatur, Ill., to withdraw its competing application for consent to acquire control of station WTAX, was granted.

AM—1240 kc

WTHT Hartford, Conn.—Adopted a decision and order denying petition of WTHT requesting that the Commission's decision of May 16, 1946, granting the application of Mitchell G. Meyers, et al, Waterbury, Conn., for a CP for a new station to operate on 1240 kc, 250 w, unlimited time, be vacated and said application designated for hearing with leave to petitioner to intervene in the hearing.

Petition

Grant Street Radio Stations Inc., Pittsburgh, Pa.—Adopted an order denying petition of Grant Street Radio Stations Inc. for comparative consideration and immediate hearing with application of Liberty Bcstg. Co., Pittsburgh, Pa., and further ordered that the Commission's action of Aug. 7 designating the applications of Grant Street Radio Stations Inc., and Liberty Bcstg. Co. for consolidated hearing, be rescinded, and further ordered that the application of Grant Street Radio Stations Inc. be designated for separate hearing.

Petition

WBTM Danville, Va.—Denied petition for review of the Aug. 9th action of the presiding officer of the motions docket, denying WBTM's petition for leave to amend its application so as to change frequency and make other changes, and requesting the Commission to grant the petition without oral argument or designate the matter for oral argument before the Commission en banc, and affirmed said action of presiding officer of motions docket.

AM—620 kc

Stanley S. Beaubaire and W. Keith Topping, d/b as Hanford Pub. Co., Hanford, Calif.; Fresno Bcstg. Co., Fresno, Calif.—Designated for hearing in a consolidated proceeding the application of Hanford Pub. Co., with application of Fresno Bcstg. Co., both requesting new stations on 620 kc, 1 kw, unlimited time, DA for night use, at Hanford and Fresno, respectively.

AM—1520 kc

Cornbelt Bcstg. Co., Clinton, Ill.; The Macomb Bcstg. Co., Macomb, Ill.—Designated for consolidated hearing the application of Cornbelt Bcstg. Co. for a new station to operate on 1520 kc, 1 kw, daytime only, with application of The Macomb Bcstg. Co. to operate on 1520 kc, 250 w, daytime only, at Clinton and Macomb, Ill., respectively.

AM—1010 kc

Albemarle Bcstg. Co., Albemarle, N. C.; Union Bcstg. Co., Monroe, N. C.—Designated for consolidated hearing the application of Albemarle Bcstg. Co. for a new station to operate on 1010 kc, 1 kw, daytime only, with application of Union Bcstg. Co. to operate on 1010 kc, 250 w, daytime only, at Albemarle and Monroe, N. C., respectively.

AM—750-760 kc

Democrat Printing Co., a partnership composed of R. F. Story and Bennett Story, Durant, Okla.; Okla. Agr. and Mech. College, Stillwater, Okla.—Designated for consolidated hearing the application of Democrat Printing Co. for a new station to operate on 750 kc, 250 w, daytime only, with application of Okla. Agr. and Mechanical College for a new station to operate on 760 kc, with 10 kw, daytime only, at Durant and Stillwater, Okla., respectively.

AM—1400 kc

Edward L. Schacht, Oneonta, N. Y.—Designated for hearing application for a new station to operate on 1400 kc, with 250 w, unlimited time, at Oneonta, N. Y., and ordered that the Adirondack Bcstg. Co., WABY, be made a party to the proceeding.

AM—860 kc

Anderson Bcstg. Co. Inc., Anderson, S. C.; WLBG Inc., Laurens-Clinton, S. C.—Designated for consolidated hearing the application of Anderson Bcstg. Co. Inc. for a new station to operate on 860 kc, 1 kw, daytime only, with application of WLBG Inc. for a new station to operate on 860 kc, 250 w, daytime only, at Anderson and Laurens-Clinton, S. C., respectively.

AM—1310 kc

Four States Broadcasters Inc., Joplin, Mo.; WMBH Joplin, Mo.—Designated for consolidated hearing the application of Four States Broadcasters Inc. for a new station at Joplin to operate on 1310 kc, 5 kw-LS, 1 kw night, unlimited time, DA-night, with application of WMBH to change facilities from 1450 kc, 250 w, unlimited time, to 1310 kc, 250 w, unlimited time, to 1310 kc, 1 kw, 5 kw-LS, unlimited time, DA-N.

RENEWAL OF LICENSES

The following stations were granted renewal of licenses for the period ending Aug. 1, 1949: KANS KDLR KFXM KHBG KICD KPFA KWAT KWIL KWLC WBIR WCRW WGCM WJMC WJNC WJTN WRAL WSBC WEDC WSLS WCAO* and Auxiliary.

The following stations were granted renewal of licenses for the period ending May 1, 1949: KROD KFAR.

Licenses for the following stations were renewed for the period ending Feb. 1, 1949: KCRS KXO.

KTOK Oklahoma City, Okla.—Granted renewal of license for the period ending Aug. 1, 1947.*

WAGA Atlanta, Ga.—Present license further extended upon a temporary basis for the period ending Nov. 1, 1946. (Renewal application filed in improper form and was returned to applicant for correction.)

WHKC Columbus, Ohio—Same.

KSRO Santa Rosa, Cal.—Present license further extended upon a temporary basis for the period ending Nov. 1, 1946, pending investigation of possible violation of Sec. 310(b) of the Communications Act.

WSKB McComb, Miss.—Present license further extended upon a temporary basis for the period ending Nov. 1, 1946, pending receipt of report of inspection re technical operation of station.

Licenses for the following stations were further extended upon a temporary basis only for the period ending Nov. 1, 1946, pending receipt of additional information requested of applicants under Sec. 308(b) of the Communications Act: WKRC KFJZ and auxiliary KMJ KGHF.

W9XJD Chicago—Present license of developmental broadcast station was further extended upon a temporary basis only for the period ending Nov. 1, 1946, pending receipt of renewal application.

W5XIC Dallas, Tex.—Present license for developmental broadcast station was further extended for a period of 60 days, pending final determination of hearing in applications of standard stations WFAA and KGKO.

AUGUST 26
ACTIONS ON MOTIONS

WCMI Ashland, Ky.—The Commission, on its own motion, ordered that the hearing now scheduled for Aug. 29 at Washington, in re application for CP be continued without date until further order of the Commission.

John H. Fitzgibbon, et al, Oregon City, Ore.; B. Loring Schmidt, Salem, Ore.—The Commission, on its own motion, ordered that the consolidated hearing on applications of Fitzgibbon, et al and B. Loring Schmidt, now scheduled for Aug. 26, be continued to Sept. 23, and the issues upon which said applications will be heard were enlarged to include a determination as to whether the operation of a proposed station in Oregon City on 1230 kc, operating with either 100 w or 250 w, unlimited time, would involve objectionable interference with any existing or proposed broadcast service, and if so, the nature and extent thereof, and the availability of other broadcast service to such areas and populations.

*Commissioner Durr voting for further inquiry.

(*Continued on page 69*)

PROFESSIONAL DIRECTORY

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GEORGE H. JASPERT
Consultant
Broadcasting Station Management
Preparation and breakdown of program matters pertaining to AM-FM applications, estimates of station costs, annual operating expenses and income.
Little Building Hancock 4948
Boston 16, Mass.

Cleveland Smiles

THEY smiled all one week in Cleveland, prompted by the lone-hand Smile Week promoted by Don Bell, of WJW Cleveland. Idea originated when Elmore Bacon, *Cleveland News* radio editor, complained he hadn't seen a smile in two weeks of vacationing. Mr. Bell thereupon instigated the campaign on his *Don's Early Light* program. Listeners were urged to smile at people and then write in about their experiences. Prizes were offered for 13 best letters.

Regionals Take BMB

ADDITION of four regional networks to Broadcast Measurement Bureau's list of subscribers, brings total regional clients to five. Four which joined: New England Regional Network, Oklahoma Network, Wisconsin Network, Texas State Network. Yankee Network had already subscribed.

Noxzema Resumes

NOXZEMA CHEMICAL Co., New York (Noxzema and Noxzema shave cream), Sept. 7 resumes *Mayor of the Town* on 140 CBS stations Sat. 8:30-9 p.m. (EDT). Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

INITIAL BROADCAST of the new WKNB New Britain, Conn., proved pleasing to executives of the 1 kw daytime outlet which operates on 840 kc. They are (l to r): Harry Hatsing, vice president of the New Britain Broadcasting Co., licensee; Julian Gross, president; Walter M. Windsor, station manager; Chester Bland, Connecticut industrialist who is treasurer of the company; and Joseph W. Roche, member of the board of directors.

WDAY SURE SKUNKS STATIONS B AND C!

As *The Oldest Station in the Northwest*, WDAY knows how to get and keep the listeners in the Red River Valley . . . has *six* listeners to every *one* for Station B! Here are the summaries from the latest Conlan Survey. *Write* for the breakdowns!

WDAY FARGO, NORTH DAKOTA N.B.C.
FREE & PETERS, Inc. National Representatives

Club for Foreign Brides Is Organized by KRNT

SERVICE club for foreign brides of ex-servicemen has been started at KRNT Des Moines and promises to spread to other cities. Idea was conceived by Wynn Hubler Speece, "Good Neighbor Lady" of the Cowles outlet, developing out of a luncheon of brides she had interviewed on her daily program.

The brides voiced a desire to study American citizenship, visit historical places, learn American literature and look into such organizations as Parent-Teachers Assn. Other activities include recreational programs at veterans hospitals, boxes for war orphans and Christmas parties for the orphans.

Safeway Operas

SAFEWAY STORES, Oakland, Calif. (institutional), will sponsor broadcast of entire San Francisco Opera Company presentations over special hook-up of four Pacific Coast stations, starting Sept. 17. For five weeks average of two operas weekly are to be broadcast 8 p.m.-12 midnight. Agency is Foote, Cone and Belding, San Francisco.

Guittard Replaces

GUITTARD CHOCOLATE Co., San Francisco (Flavor-Rich Ground Chocolate), has started two quarter-hour weekly mystery shows, *Crook's Cruise* and *Holiday for Homicide* on full CBS Pacific network, KGVO Missoula and KFBB Great Falls. Series replaced *That's a Good Idea*. Agency is Garfield & Guild, San Francisco.

Six to Hooper

C. E. HOOPER Inc. has inherited six more firms from defunct CAB client list. Companies, all formerly exclusive CAB subscribers: Blaker Advertising Co., Chatham Manufacturing Co., Earle Ludgin & Co., Eastman Kodak Co., Arthur Rosenberg Co., and Weiss & Geller, New York.

Sermon Overtime

TO BROADCAST addresses of Dr. E. Stanley Jones and other religious leaders, WSVA Harrisonburg, Va., a daytime station, obtained FCC permission to remain on the air until 9 p.m. during the Massanetta Bible Conference at nearby Massanetta Springs, Va., Aug. 12-25. Station carried two hours of the conference program every night.

WAKR AKRON
First in Listeners!
TOTAL RATED PERIODS*
*HOOPER STATION LISTENING INDEX—DECEMBER, 1945 THROUGH APRIL, 1946

Voltaire

SAID: "I do not agree with a word that you say, but I will defend to the death your right to say it." This famous utterance was made in recognition of the need for freedom of speech for a free people.

AS TRUE TODAY AS IT WAS THEN

W.J.R.

THE GOODWILL STATION, INC., FISHER BUILDING, DETROIT

Michigan's Greatest Advertising Medium

CBS BASIC AFFILIATE • REPRESENTED BY PETRY & COMPANY

New WOHS Now on Air; Affiliated With Mutual

WOHS Shelby, N. C., new 250 w station on 730 kc, was scheduled to join Mutual network yesterday (Sept. 1). O. Max Gardner, undersecretary of the Treasury, was to speak in celebration of the event.

Principal speaker at dedicatory exercises Aug. 25 was Sen. Clyde R. Hoey (D.-N. C.). The station first went on the air Aug. 21 from its newly-constructed studios on Highway 74 at western outskirts of Shelby. Lee B. Weathers is president of Western Carolina Broadcasting Corp., which owns and operates the station. Jean W. Schenck is vice president; Henry Lee Weathers, secretary, and Holt McPherson, treasurer. Robert M. Wallace is station manager and Steve Woodson, formerly of WRAL Raleigh, N. C., is program chairman.

New Firm Is Organized To Sell Freelance Work

BLOCH-JOSEPH & Assoc., Cleveland, has just been organized to sell nationally the radio productions of independent producers and writers. Central offices are located at 310 Citizens Building, Cleveland.

The firm will have representatives in New York, Chicago, Hollywood and other major cities. It will also represent in the Midwest a number of New York and Hollywood production organizations. Founders are Louis M. Bloch Jr., former business manager of Intercollegiate Broadcasting System, and Ernest W. Joseph, former radio director of McDaniel, Fisher and Spellman of Akron.

BBC-Film Meeting

NEGOTIATIONS of the British Broadcasting Corp. with the British film industry have been suspended pending a September meeting between the Television Advisory Committee and motion picture representatives. Anxious to safeguard its interests should television become the method of distributing films to cinema, the industry will ask if BBC is to have television monopoly in all aspects. It is understood that BBC has planned a sizable program for production or hiring of films for telecasting, preferring this method to live telecasts.

Video Survey

AN AVERAGE home television audience of two men, two women and one child watched the *Let's Dance* program produced by ABC for Chevrolet Division of General Motors and telecast on WABD New York and WPTZ Philadelphia, according to survey conducted by Richard Manville, research consultant, in both cities. Using questionnaire method, survey produced item-by-item analysis of reaction to telecast, which overall showed an entertainment index of 34.

P-D'S RHAPSODY IN BLUE BOOK

Inspires St. Louis Star-Times Cartoonist To Submit Artistic Reply

LATEST SINGING COMMERCIAL

—Fitzpatrick in St. Louis Post-Dispatch

BITING THE HAND THAT FEEDS HIM

—Drawn by Bishop, St. Louis Star-Times

WHEN Blue Book-minded *St. Louis Post-Dispatch*, itself operator of a commercial radio station (KSD), unleashed its latest barrage on "commercialism," the rival *St. Louis Star-Times* (KXOK) was sorely tempted to answer.

Sparks for the embryo tempest flew when the crusading *Post-Dispatch* in its issue of Aug. 16 published a Fitzpatrick cartoon, "Latest Singing Commercial", depicting radio hearing a song of freedom sung to the tune of a cash register. On the same page was an editorial commending the American Civil Liberties Union for its stand in support of the FCC and its Blue Book, along with the text of the ACLU's statement.

Cartoonist Daniel Bishop of the *Star-Times* promptly conceived an answer: "Biting the Hand That Feeds Him," a humorous sketch of KSD taking a steady flow of money from radio while biting the hand that filled its coffers. He submitted it for publication.

Star-Times Publisher Elzey Roberts complimented the cartoonist but, declined to publish the answer, saying the *"Post-Dispatch* seems to be getting so much fun out of their one-man attack on the radio industry, it would be a shame to disturb them."

First in Birmingham Since 1925

With The Programs Listened To Most!

★ Kaltenborn
★ Fred Waring
★ Dr. I. Q.
★ Frank Morgan
★ Mr. District Attorney
★ Sigmund Romberg
★ Alec Templeton
★ Tommy Dorsey

NBC WBRC BIRMINGHAM'S BEST RADIO BUY!

Paul H. Raymer Co., *Representative*

FCC Actions

(Continued from page 64)

BY COMMISSIONER WALKER

WERC Erie, Pa.—Granted petition for leave to intervene in the hearing on application of Eagle Printing Co. Inc.

Penn Thomas Watson, Wilson, N. C.—Granted petition for waiver of Sec. 1.384 of the rules and accept petitioner's late appearance in re application for a new FM station.

Altoona Bcstg. Co., Altoona, Pa.—Granted petition requesting leave to amend application so as to specify the frequency 650 kc, 250 w, limited time in lieu of 1240 kc, 250 w, unlimited time; show revised costs of construction, etc. The amendment was accepted and application removed from the hearing docket.

Peoples Radio Foundation Inc., New York—Granted petition for leave to amend its application for FM construction permit so as to change paragraphs 8 and 15 to show the election of Eugene Brown, Leslie A. Goldman, Milton Robertson and Marvin Wolfson as directors of corporation, and submit information concerning each of aforesaid directors, and the amendment was accepted.

Eastern Idaho Bcstg. and Television Co., Idaho Falls, Ida.—Granted petition for leave to amend its application for CP so as to specify the frequency 1400 kc instead of 1230 kc; and to submit amended engineering report to reflect the change in frequency. The amendment was accepted and application removed from the hearing docket.

Donald W. Reynolds, Ft. Smith, Ark.—Granted petition requesting leave to amend his application for CP so as to specify the frequency 950 kc, 1 kw, daytime only, instead of 1230 kc, 250 w, unlimited time, and make changes in paragraphs. The amendment was accepted, the application removed from the hearing docket, and further ordered that the petition insofar as it requests a grant of application as amended, be dismissed.

KTOP Inc., Topeka, Kan.—Granted petition requesting leave to amend its application for CP to show deletion of J. J. Hoverka as a stockholder and the name of J. P. Harris as a director and substituting Wendell Elliott as a stockholder and director of the corporation, and the amendment was accepted.

The Yankee Network Corp., Boston, Mass.—Granted petition for leave to reopen the record in the hearing upon petitioner's application for a new FM station and the applications of some eight other applicants for FM stations in the Boston area, for the purpose of incorporating in the record an engineering study relating to an overlap that may result from the granting of the FM applications of petitioner now pending before the Commission and excerpts from the record in Doc. 7027 also relating to said overlap problem; the engineering report and excerpts from the record in Docket 7027 filed with the petition were accepted; the record in Docket 6993 was reopened for the sole purpose of incorporating therein the said engineering report and excerpt; and without further hearing said engineering report and excerpt from the record in Docket 7027 was made a part of the record in Docket 6993.

E. T. Wright, Orlando, Fla.—Granted petition for leave to amend his application for CP so as to specify the frequency 900 kc, 250 w, daytime, instead of 1230 kc, 250 w, unlimited; show revised costs of installation, etc. The amendment was accepted and the application removed from the hearing docket.

Meadville Tribune Bcstg. Co., Meadville, Pa.—Granted petition for extension of time within which to file exceptions to the proposed decision of the Commission in re and the time within which Meadville Tribune Bcstg. Co. may file its exceptions was extended to and including Sept. 20, 1946.

Veterans Bcstg. Co. Inc., Rochester, N. Y.—Granted petition requesting Commission to change location of consolidated hearing now scheduled for Sept. 11, in re application of petitioner and that of Rochester Bcstg. Corp., and ordered that the hearing now scheduled for Sept. 11 be held in Rochester, N. Y., provided, however that the hearing may be adjourned to Washington for the presentation of any engineering testimony which may appear necessary.

FCC Revision

In Broadcast Actions, dated Aug. 22, in item referring to Evening Journal Pub. Co., the FCC has corrected to read as follows:

Evening Journal Pub. Co., Martinsburg, W. Va.; Antietem Bcstg. Corp., Hagerstown, Md.—Designated for consolidated hearing application for a new station at Martinsburg, W. Va., with application for a new station at Hagerstown, Md., both applicants requesting 1490 kc, 250 w, unlimited time.

WLVA Lynchburg, Va.—Granted petition for leave to amend its application for CP so as to show revised financial information, etc., the amendment was accepted, and the record reopened for the sole purpose of receiving testimony relative to the amendment; and it was further ordered that the further hearing in this proceeding be scheduled for Sept. 20 in Washington.

Radio Wis. Inc., Madison, Wis.; Edwin Mead, Rockford, Ill.—The Commission, on its own motion, ordered that the consolidated hearing on these applications now scheduled for Aug. 29, be continued without date until further order of the Commission.

WBTM Danville, Va.—Granted petition requesting extension of time within which to file exceptions to the proposed decision of the Commission in the consolidated proceeding in re Dockets Nos. 6938 et al, and the time for filing exceptions was extended to and including Sept. 12, 1946.

WCMI Ashland, Ky.—The Commission, on its own motion, continued to Aug. 29 the hearing on application now scheduled for Aug. 22.

AUGUST 27

BY ADMINISTRATIVE BOARD

WTSB Lumberton, N. C.—Granted license to cover CP authorizing a new station to operate on 1340 kc, 250 w unlimited time. Also authority to determine operating power by direct measurement. Waiver of Sec. 3.60 of rules granted; conditions.

WPUV Pulaski, Va.—Granted license to cover CP for a new station to operate on 1230 kc, 250 w, unlimited time. Also granted authority to determine operating power by direct measurement. Waiver of Secs. 3.55(b) and 3.60 of rules granted; conditions.

WTOD Toledo, Ohio—Granted license to cover CP which authorized a new station to operate on 1230 kc, 250 w, daytime. Also authority to determine operating power by direct measurement. Waiver of Secs. 3.55(b) and 3.60 of rules granted; conditions.

KWTX Waco, Tex.—Granted license to cover CP which authorized a new station to operate on 1250 kc, 250 w, unlimited time. Also authority to determine operating power by direct measurement. Waiver of Secs. 3.55(b) and 3.60 of rules granted; conditions.

KSFT Trinidad, Col.—Granted license to cover CP which authorized a new station to operate on 1230 kc, 250 w, 1 kw-LS, unlimited time. Also authority to determine operating power by direct measurement.

KABC San Antonio, Tex.—Granted license to cover CP which authorized change in frequency to 680 kc, increase in power to 10 kw-50 kw-LS, installation of new transmitter and DA for night use, and change transmitter location. Also authority to determine operating power by direct measurement.

WCOP Boston, Mass.—Granted license to cover CP which authorized increase in power to 5 kw, changes in transmitting equipment, installation of new DA for day and night use, and change in transmitter location. Also authority to determine operating power by direct measurement.

KSYL Alexandria, La.—Granted modification of CP which authorized a new station, to change type of transmitter, approval of antenna, approval of transmitter location at Belton Ave. at Highway 71, Alexandria, and change studio location to Belton Ave. at Highway 71.

WHAL Shelbyville, Tenn.—Granted modification of CP which authorized a new station, for approval of antenna and of transmitter and studio locations on Lewisburg Highway, State 64, Shelbyville, and 112½ East Side Square, Shelbyville, respectively. Permittee is granted waiver of Sec. 3.55(b) of the rules; conditions.

WWDC Washington, D. C.—Granted

(Continued on page 77)

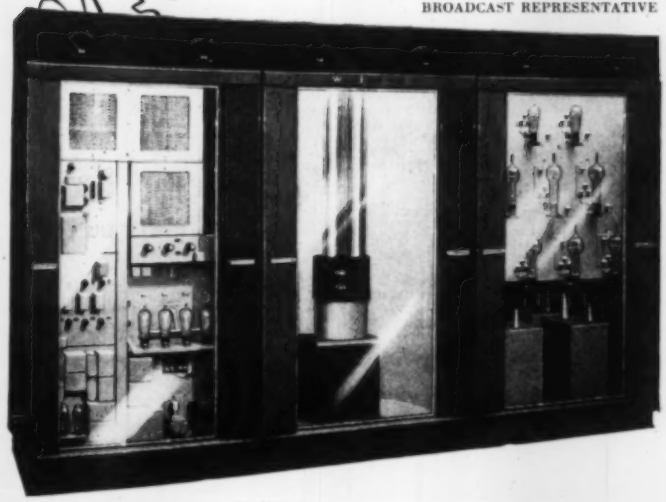
The NEW
Western Electric
10 KW FM Transmitter

An Outstanding Feature – full tube visibility. You get it in all the FM transmitters in Western Electric's new line.

You also get many other important features you want, such as unexcelled performance . . . large, easy-to-read meters . . . access to components...and striking, modern appearance with prominent display of your station call letters.

For details, write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y., or

ASK YOUR LOCAL GraybaR
BROADCAST REPRESENTATIVE



IN BUFFALO IT'S WKBW 1520 K.C. FOR AMERICAN BROADCASTING COMPANY

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, N. Y.
National Representatives: Free & Peters, Inc.

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Complete
West Texas
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Use the Stations
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KRBC - KBST
ABILENE BIG SPRING
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For Low Combination Rates
Contact John E. Pearson Co.

KFMB
Sells
SAN DIEGO
Going Up! 1946
U. S. Census shows
San Diego metropolitan
district with post-war ci-
vilian population of 465,720.
San Diego city population jumps
78% over 1940! This lu-
crative market is yours
"from the inside"
with KFMB.
KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

DINAH SHORE, star of her own CBS program, to announce return of the series Sept. 18 in network's Thurs. 9:30 p.m. spot has cut a special record for distribution to radio editors. Miss Shore via disc personally offers thanks for the kindness with which the press has reviewed her singing talents since the beginning of her career. Reverse side of record contains preview of Miss Shore singing "Who'll Buy My Violets" which will not be ready for release until October. Ford Motor Co. will sponsor "Dinah Shore Show" on CBS through J. Walter Thompson Co., New York.

WTAG Brochure

TITLED "The Hooper Masterpiece," promotion brochure prepared by WTAG Worcester, Mass., compares national ratings of first 15 nighttime programs with those obtained for same shows by WTAG in its area. Through cover frame spread, with red cellophane reader observes national listing. Upon opening piece, national listing becomes crossed out and the local ratings appear in comparison. Effect is achieved through use of red ink. Other program comparisons are included.

Drink Coasters

WOR New York has distributed to clients, prospects and friends set of six coasters, each bearing slogan "Place it on WOR." Accompanying letter from Joseph Creamer, director of advertising and promotion, states that the gift is not intended to imply that there is any coasting at WOR and cites several proofs of the station's popularity, concluding: "So here's to placing something on the coasters for satisfaction and enjoyment and on WOR for economy and profit."

Don Lee Handbook

COMPREHENSIVE presentation of Pacific Coast market is available in "Pacific Coast Radio Handbook" released by Don Lee Broadcasting System, Hollywood. Second annual edition edited by Sydney Gaynor, network sales manager, 24-page handbook contains rates and discount schedules of all Pacific Coast networks, lists of independent stations, tables and chart studies on radio families, gross farm dollars, wholesale sales and effective buying income.

Blair Folder

HOW TO USE locally produced programs to advertise national products is pointed out in a brochure mailed to 2,200 accounts by John Blair & Co., Chicago. Prepared under direction of Wells Barnett, Blair promotion manager, brochure includes reprints of advertisements by 14 of Blair stations which appeared in sequence in July 29 issue of BROADCASTING.

Safety Contest

WTAG Worcester, Mass., is conducting Safety Club Prize Contest with Mayor Charles F. Jeff Sullivan as honorary chairman of judges. For youngsters, contest offers radio, puppy, clothes and trophy on list of awards to be made for best entries to be on public display at Worcester Free Public Library. Entry classifications are posters, slogans, jingles and group essays.

Sun Glasses

SUN GLASSES in paper pocket stating "Don't let the glare confuse you when you peek at WJR's brilliant Hoopers" are being distributed by the Detroit station as promotion feature. Message concludes "But you don't need glasses to see the many reasons why WJR is truly Michigan's greatest advertising medium."

Silver Fork Sent

AN 1847 Rogers Brothers silver salad fork was sent out as a promotion piece on the return of "The Adventures of Ozzie and Harriet" Sun. 6-6:30 p.m. on CBS. Card enclosed with fork suggested: "Serve yourself the gayest show on the air." It was sent with the compliments of The International Silver Co., sponsor of the show, through Young & Rubicam, New York, agency.

KGVO Part of Display

WINDOW display tie-in has been arranged by KGVO Missoula, Mont., with J. C. Penney Dept. Store in that city. Station has provided technical equipment and photo material for fall fashion display of women's clothing using theme, "Today new fall apparel is as modern as our communication system." Station credit is given.

Car Card Campaign

CAR CARD campaign is being used for three months by KFAB Lincoln, Neb., to draw attention to local and CBS programs and as means to distribute new program schedules. Each card bears

PROMOTION

Build Own

WHEN housing becomes serious and you've got a vacation, build your own. That's what Helen Murray Hall, assistant NBC Western Division promotion manager, is doing. She and her husband have donned overalls to construct their own home.

packet of schedules faced with cartoon having KFAB in gag line. Car riders are invited to take schedules. Cards will appear Sept. 1 on all Omaha and Council Bluffs street cars and busses. Cartoon and program schedule will be changed every two weeks.

WCOP Coverage

TO DETERMINE growth of station and its increased coverage under new 5 kw operation, WCOP Boston has completed a listener letter contest on "My favorite WCOP daytime program is . . ." Station is awarding 20 men's and women's Bulova watches as prizes.

WCBT Fan Newspaper

FOUR page newspaper for listeners is being published monthly by WCBT Roanoke Rapids, N. C., containing news, photos and feature items on local and network programs and personalities. Program schedule is included. Advertisements from local firms are accepted. Vol. I No. 1 was issued Aug. 15.

WMT Booth

USING circus motif, booth of WMT Cedar Rapids, Iowa, drew 60,000 visitors at All-Iowa Fair held in that city. For guessing number of feet of wire in new postwar WMT transmitter, station awarded console radio-phonograph.

KMPC Postcards

TO PROMOTE current "Free Speech Mike" contest, KMPC Hollywood has mailed postcards to 100,000 Los Angeles area residents. Contests provides weekly prizes with grand prizes to be awarded at year-end for best of weekly winners.

KCKN File Folder

GREATER Kansas City market data and coverage map are featured in new promotion folder of KCKN Kansas City. Piece is cut to fit standard files.

Prizes Being Awarded

LOCAL business firms of Tulsa, Okla., are delivering prizes as they become available in KTUL Tulsa-Junior Chamber of Commerce "Welcome Home, Veteran" contest, staged as promotion of the Seventh War Loan Drive. William G. Eastman, ex-lieutenant in AAF, has been presented new Hudson automobile. Construction on new home to be given veteran is well underway, according to KTUL. Home will be completely furnished. There were 21 winners in the contest.

Video at Fair

AT IOWA Centennial State Fair KRNT Des Moines joined with RCA Victor to present full-scale daily eight hour schedule of television-standard broadcasting from special fairgrounds KRNT studios. Twelve video receivers were included in $100,000 worth of television equipment at fair. Races and exhibits were among fair features televised.

FM Demonstrations

TO SELL advantages of FM, WMIT Mt. Mitchell, N. C., FM affiliate of WSJS Winston-Salem, is conducting series of demonstration junkets in that area, appearing at various organization meetings and other gatherings.

Parking Assist

DRIVERS who park overtime at new Portsmouth, N. H., meter locations are aided by WHEB Portsmouth publicity department which drops another nickle in meter. Humorous card calling attention to the service is placed under car windshield wiper.

Radio Clip Service

CLIPPING bureau has been set up by WILM Wilmington, Del., as public service. When local personalities are mentioned during a broadcast a typewritten transcript is sent to the person with compliments of WILM.

Music Competition

ANNUAL Ohio Music Composers Competition of WTAM Cleveland is underway with prizes offered of $200, $50 and $25. Various musical classifications are given. Winners also will receive master recordings of their works.

WDAY Paper

ADVERTISING of its new monthly listener newspaper, Mike Notes, has been started by WDAY Fargo, N. D. To be out Oct. 1, paper will contain stories of local and NBC talent and programs. Program schedule will be included. Subscription is $1.

Promotion Personnel

KEN WILLSON, released from the Navy, is now in charge of promotion at WWNC Asheville, N. C. He previously had been on the promotion staff of International Harvester Co., New Haven, Conn.

ROSE TENINGA BELL, formerly of the advertising department of Swift & Co., has joined the promotion department of WSBT South Bend, Ind. She also formerly had been with the promotion department of the Detroit News.

GEORGE BRISTOL, copy writer in CBS sales promotion and advertising department, New York, is the father of a boy, Edward Macon.

R. S. (Bob) BRYDEN has been transferred from the news department of the CBC, Toronto to the press and information department.

LOU BROTT and **HELEN KELLER**, both of the news staff of WOL Washington, have been appointed assistants to **JACK PAIGE** in the publicity and special events department of the Cowles station. Mr. Brott writes and presents nightly "District Assignment" program. Miss Keller is secretary to **ALBERT WARNER**, WOL-MBS Washington news chief. Both will continue with those duties in addition to new assignment with Mr. Paige.

PARMELEE W. CUSACK, art director of NBC's advertising and promotion department, effective Sept. 30 resigns to form an advertising and promotion studio under his own name in New York.

SOLVE MYSTERY
WSTC Men Find Missing Man and Children

JULIAN SCHWARTZ, news editor of WSTC Stamford, Conn., and Ernest Hartman, night announcer, solved the mystery of an apparent drowning Saturday night Aug. 25, and had the entire story ready for an 11 p. m. newscast.

In the hope of inducing his missing wife to return, according to police, Abraham Kohn left a suicide note, then embarked in a boat, taking with him his four children and an adopted Chinese boy. The boat was later found overturned in Long Island sound.

It was believed, however, that the five missing persons had swum ashore. Acting on a tip, Mr. Schwartz reached Kohn on the telephone at a hotel in Milford, Pa., and while he talked, Mr. Hartman notified Stamford police. A few minutes later Pennsylvania troopers took Kohn into custody.

Disputants in "Guiding Light" Case Will Try for Settlement This Week

FINAL chapter in one of radio's longest serials—*Guiding Light*, or *Who Owns It?* may be written within the week if attorneys for Irna Phillips, defendant, and Emmons Carlson, plaintiff, are able to come to terms.

The negotiations are expected to get underway "sometime this week" according to attorneys for Mr. Carlson, NBC Central Division promotion and advertising manager, who has successfully fought his way to the Supreme Court of Illinois in his contention that he is half owner of the lead-off program of the NBC *General Mills Hour*. Despite the fact that he holds a court verdict acknowledging him as a partner with Miss Phillips in the common property of *Guiding Light* he has been unsuccesful in obtaining an accounting of funds, and the legal maneuvers taken by both parties have added a few chapters to Blackstone.

As the case stands now, attorneys for Miss Phillips have until Sept. 6 to avoid a threatened contempt action by agreeing to a settlement. Principal barrier to a meeting of the minds for both parties is the matter of taxes on earnings already declared by Miss Phillips. From unofficial sources, it is understood Miss Phillips' attorney has made one offer of $100,000 to settle the case which began in 1937, but that Mr. Carlson's counsel have rejected it in favor of $300,000.

Tax Question

On the matter of taxes the problem before Miss Phillips is whether or not the government will allow a deduction for the settlement or make restitution on past earnings.

Attorneys for Miss Phillips denied they would have to answer to contempt proceedings on the grounds that an agreement "already existed" between counsel for both parties that no accounting would be filed during the time required for discussing an out-of-court settlement.

"It's purely a case of one attorney for Carlson not knowing what another attorney in the same firm is doing." Harry Freeman, of Freeman & Freeman, declared.

"We have made no offers to settle as yet but we do expect to sit down and discuss the matter sometime this week," Mr. Freeman said.

Terms of such negotiations will hinge on the tax experts, he added.

These are problems to be ironed out before fall session of Coo's County Circuit Court Sept. 6.

Meanwhile, NBC, General Mills and Carl Wester, producer of the Phillips daytime serials completed arrangements moving two more of the General Mills programs to the West Coast. On Sept. 2, *Today's Children* (1:15-1:27 p. m. CDT) and *Woman In White* (1:32-1:45 p. m. CDT) will originate from NBC Hollywood studios. *Guiding Light* (1:00-1:15 p. m. CDT) and *Betty Crocker* (1:27-1:32 p. m. CDT) will continue to be heard from Chicago.

An injunction restraining Mr. Wester or NBC from transferring *Guiding Light* beyond the jurisdiction of the Illinois courts was handed down May 1.

Canada Set Licenses

A TOTAL of 1,754,351 radio receiving licenses were sold during the 1945-46 fiscal year, for $4,260,379, Reconstruction Minister C. D. Howe stated at Ottawa Aug. 26. A total of 8,749 persons were convicted for failure to purchase receiving licenses. License fee is $2.50 annually per household. Cost of administration and collection of receiving licenses amounted to $527,593. War veterans are given preference in selling the licenses on a door to door basis at the beginning of each fiscal year on April 1.

NEW PLEXIGLASS BANDBOX, one of the highlights of the 1946 Parade of Stars promotion, is inspected by officials of WBAL, NBC affiliate in Baltimore. They are (l to r): Jack Tappin (kneeling), sales service manager; Harold C. Burke, WBAL manager; and Don DeGroot, program manager. Bandbox is being used by NBC stations as a combination display and filing cabinet for the promotion materials from network headquarters.

Radio Aids Patient

WHEN local newspapers were unable to contact a 4-0 type blood donor needed immediately for Mrs. Jewel Tolson, WLAW Lawrence, Mass., broadcast the appeal. Ralph W. Frederickson, a public utility mechanic, heard the broadcast and submitted to the transfusion which pulled the patient through.

Jackson Named Manager Of KGNC in Amarillo

AUBREY JACKSON, assistant station manager of KGNC Amarillo, Texas, will become resident general manager Sept. 1, it was announced last week by Ted Taylor, executive general manager of Taylor-Howe-Snowden Radio Stations, owner.

Mr. Jackson

Mr. Jackson replaces Raymond Hollingsworth, who resigned to become secretary and general manager of the American Quarter Horse Assn. Mr. Jackson joined KGNC 10 years ago, becoming commercial manager in 1942.

GOODWILL GRENADIERS
Milwaukee Journal - WTMJ Sends Group Through State

TRAVELING variety shows of WTMJ Milwaukee, which toured Wisconsin during the summer played to a total audience of 100,000 and far exceeded expectations in goodwill and promotion results, Bruce Wallace, assistant station manager, announced last week. Besides *Grenadiers* and *Play 'Em or Pay 'Em*, fed back to Milwaukee and broadcast, station artists staged 1½ hour variety shows in each city. *Milwaukee Journal*, station owner, paid expenses.

There was no cost to the cities, and no admission charged for the appearances. Both the station and the paper did the stunt as a good will gesture, the *Journal* being especially interested because the paper shortage has made it impossible to fulfill circulation demands. The paper feels that as a result of the tour, wider circulation will result after paper situation eases.

Starting July 16, and for six consecutive Tuesdays through Aug. 20, the entire cast of the audience participation variety show which has been on WTMJ for over 14 years, visited Wisconsin cities. The group presented two broadcasts and a 90-minute free concert in each city. All programs were held outdoors.

Extensive promotion preceded the group into each city. In Watertown 17,000 persons attended the three shows, and the day was proclaimed "WTMJ-Grenadier Day." Civic organizations cooperated fully, as did the local newspapers. "They have used every WTMJ story and picture sent to them," says Mr. Wallace.

NBC Luncheon

HONORING their "home-front" correspondents for editing the Hollywood "NBC Reporter" during the war, group of 30 NBC and ABC war veterans Aug. 19 gave a luncheon for Alice Tyler, secretary to Sidney Strotz, NBC Western Division vice president, and Betty Frazer, assistant to manager of NBC Hollywood sales and program traffic department.

KFRE
FRESNO
Sells more Profitably
A ROOMAN RADIO STATION
KFRE-KRFM Fresno
REPRESENTED BY JOHN BLAIR & CO.

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina
5000 watts day, 1000 watts night, 950 Kc. Rep. by Hollingbery
CBS STATION FOR THE SPARTANBURG-GREENVILLE MARKET

RENEWALS
BY LEADING ADVERTISERS

are just another way of saying

keeps your gravy train on the right track!

When an advertiser selects a station the first time . . . he just *hopes* sales will *go places*. But when an advertiser renews again and again—that means he *knows* he's on the right track. Over 40 regional and local advertisers (not including network advertisers) have renewed use of KXOK from 2 to 7 consecutive years. No wonder more and more leading advertisers are *putting their* OK on KXOK.

• 630 KILOCYCLES
• 5,000 WATTS
• FULL TIME
Owned and Operated by The St. Louis Star-Times

For complete details, call a JOHN BLAIR representative

AGENCIES

JAMES McTIGHE has joined Olmsted & Foley, Minneapolis, as radio director. Special Army counter-intelligence service agent during the war, Mr. McTighe also served as Army public relations officer in Washington. He formerly had been writer at KDAL Duluth and radio writer with Campbell-Mithun, Minneapolis.

EARL H. SWANSON, during the war lieutenant colonel on staff of Commanding General, Fort Riley, Kan., has joined the copy staff of Klau-Van Pieterson-Dunlap Assoc., Milwaukee. Agency has added 12 new offices at its Commerce Bldg. location to take over entire sixth floor.

HARRY J. KERR, former account executive with Russell W. Allen Co., New York, merchandising research and sales engineering counsel, has joined Federal Adv., New York, in same capacity. Previous to his association with Russell W. Allen Co., Mr. Kerr was acting promotion director of the New York Times.

HAYS BUSCH, separated from Navy as lieutenant (j.g.), and **GERALD W. RAVENSCROFT**, former AAF lieutenant, have joined Klitten & Thomas, Los Angeles, as junior account and production assistant, respectively. Mr. Ravenscroft was in NBC Chicago public relations department before war service.

CESAR CATTEDRA, media and research director of McCann-Erickson's Buenos Aires office, has completed the first of a series of trips covering the chief cities of the interior of Argentina. Purpose of trips is to establish closer contact with local media owners, check on client advertising, visit clients, local representatives, and establish sources for future research activities.

STEWART GARNER, former CBS Hollywood producer, has joined Ruthrauff & Ryan, that city, in similar capacity.

RAYMOND GAGE, discharged from service and prior to war in local advertising, has taken over operation of Clarence B. Juneau Agencies, Los Angeles.

JOHN FREIBURG, head of John Freiburg & Co., currently in New York contacting stations and distributors relative to E & J Gallo Winery account transcribed spot campaign, returns to his Los Angeles headquarters on Sept. 15.

J. RAYMOND LENAHAN, with Ruthrauff & Ryan, New York, as an executive since 1944, has been elected a vice president of the agency.

GEORGE KONDOFF, BBDO New York chief story editor, will produce a new legitimate play, "Act of Darkness," written by Frank Gabrielson, this season in New York.

ARMSTRONG, SCHLEIFER & RIPIN, New York, is now located at 11 W. 42d St. Phone is Longacre 3-6794.

VIC UEBERROTH, San Francisco advertising executive, has been appointed San Francisco manager of Allied Advertising Agencies. Staff at 725 Hearst Bldg. location includes **KAY PAVIA**, production manager, and **FRANK RUSSELL**, account executive, formerly with KJBS San Francisco.

VICTOR HUNTER, talent head of Hollywood office of Foote, Cone & Belding, and Joan Blondell, radio-film actress, have announced their engagement, with wedding planned for Sept. 10.

JOHN D. BURKE, formerly with Kelly-Nason, New York, and discharged from the Navy, has joined the copy staff of Erwin, Wasey & Co., New York.

RIMELDA GOMEZ, formerly with the international division of The Blow Co., New York, has joined the foreign department of McCann-Erickson, New York.

ADVERTISING ASSOC., formerly located at 12 Central Ave., Newark, N. J., has changed its name to J. M. Kesslinger & Assoc. and has moved to 37 Saybrook Place, Newark.

ARTHUR BRASHEARS, copy executive with Walter M. Swertfager Co., New York, has been appointed director of publicity.

JACK MELVIN, publicity director of Foote, Cone & Belding with headquarters in Hollywood, is in New York for two weeks coordinating publicity of fall programs originating there.

Cunningham Drive

CUNNINGHAM'S, midwest drug chain, has started an extensive promotion campaign for its new program featuring Tony Weitzel, WWJ Detroit commentator and *Detroit News* columnist, Nate S. Shapero, president, and Ches B. Larsen, executive vice president of the chain, said the chain is using hundreds of spot announcements along with newspaper ads, window displays and billboards. Mr. Weitzel is heard on WWJ nightly at 6:40, combining human interest and personality material.

CHEF Granby, Que., is increasing power from 250 w to 1 kw and moving from 1450 kc to 1320 kc.

Industry Meet Planned For Controllers Session

IN CONJUNCTION with 15th annual meeting of Controllers Institute of America, Sept. 17 an industry conference of controllers of companies in the radio, electronics and electrical fields will be held in an NBC broadcasting studio, New York.

Conference will be conducted by Alexander MacGillivray, controller of RCA, Camden, N. J., with John D. Grayson, treasurer of Hazeltine Electronics Corp., New York, serving as vice chairman.

L. M. Nichols, controller of the General Electric Supply Corp., Bridgeport, Conn., will speak on "How to Handle the Problem of Pyramiding Orders" and Lisle W. Adkins, controller of The Crosley Corp., Cincinnati, will discuss "Forecasting Sales and Expenses." Television program also will be a feature of the gathering.

General sessions and remaining 11 industry conferences in a diversity of fields will be held in the Hotel Commodore, New York, Sept. 15-18.

INTRODUCTION TO WHUM

Now Reading Outlet Using All-Out Promotion Campaign Among Advertisers, Listeners

AT A COST of $5,500 WHUM, new Reading, Pa., basic Mutual station, is carrying on an outstandingly diversified promotion campaign aimed at both listeners and advertisers. Managed by Robert G. Magee, the station was to go on the air yesterday (Sept. 1.) Cost of the campaign includes 100 radios to be given away.

Direct mail promotion to 200 local advertisers began Aug. 12. Six different cards, promoting six WHUM shows, were mailed on successive days to a hand-picked advertisers list. Two days after final card, a personal letter went out from Mr. Magee, giving complete information about broadcasting time, programming policies, management and coverage.

A second letter was mailed Aug. 19, reminding the advertiser there was still time. A novelty mailing Aug. 22 featured a list of first 10 WHUM advertisers.

A full-page newspaper ad featuring outstanding programs to be carried by WHUM ran in the paper Aug. 31, but the mail list of advertisers received a preprint Aug. 28. Clipped to the preprints were WHUMemos saying: "It's a sample of the big-time promotion and big-time planning that go hand in hand at WHUM."

Listener promotion includes a 24-sheet billboard shown during September, featuring the faces of WHUM stars. Standard station colors, teal blue and burgundy, are used in all displays.

During the first two weeks in September, all busses and street cars will carry the story of WHUM shows on outside car cards. Charter advertisers will have window cards and streamers.

In the Berkshire Hotel, location of WHUM studios, cards were placed in elevators and at floor entrances to elevators. WHUM stickers are attached to every room radio. Associated Press headlines, printed by WHUM, are being distributed at tables in dining rooms of the hotel.

Newspaper advertisements introduced the staff of the station, enumerated its stars, and featured on Aug. 31 a radio give away offer made to WHUM listeners during first month. The station's agency is Beaumont, Heller & Sperling, Reading.

"His sermons over WFDF Flint always sound different."

RADIO UNAFFECTED
By Lobby Law Unless Paid Lobbyists Are Hired

RADIO will not be affected by the new Federal Regulation of Lobbying Act (Title III, Legislative Reorganization Act of 1946) unless lobbyists are employed specifically to influence pending legislation, a study of the new law discloses.

Section 307 provides that the Act shall apply to any person, except recognized political committees, who solicits, collects or receives money or "other things of value" to be used "principally to aid" in passage or defeat of legislation in Congress or to influence "directly or indirectly" the passage or defeat of legislation pending in Congress.

Section 308 provides that any person "who shall engage himself for pay . . . for the purpose of attempting to influence" passage or defeat of legislation shall register with the Clerk of the House and the Secretary of the Senate. The provision exempts "any person who merely appears before a committee of the Congress . . . in support of or opposition to legislation." Newspapers and periodicals taking editorial stands for or against particular legislation also are exempt.

According to Congressional sources, radio would be affected only if a station, network or group of stations or the NAB employed a person specifically to influence passage or defeat of some measure.

D. C. Video Tower

APPROVAL of a 400-foot television tower has been granted Evening Star Broadcasting Co., Washington, owner of WMAL, by the District of Columbia Board of Commissioners. The tower also will carry an FM antenna. Tower and television-FM transmitting plant will be located on the campus of American U., one of the high spots of the District of Columbia. The university plans to utilize the facilities in connection with its courses for students.

ALLIED ARTS

WALTER HEEBNER has been shifted to Hollywood as recording supervisor of RCA-Victor, working with **ART RUSH**, director of artists relations in that city.

JOSEPH CHERNIAVSKY, former musical director of WLW Cincinnati and with Chicago company of "Up in Central Park," has joined Neblett Radio Productions as musical director and head of program development department for both live and transcribed shows. He will direct musical portions of revised "My Lucky Break" and "Hurdy Gurdy Man."

SYDNEY GOLD, West Coast manager of Tel-Pic Syndicate, New York, and headquartered in Hollywood, is contacting West Coast stations with new pictorial service for sponsor tie-in promotion.

ADVERTISING CLUB of New York will start its 23d annual advertising and selling course Oct. 7. Comprising 31 lectures on various aspects of advertising and six clinics, including one on radio and television production, course will be held at 29 W. 39th St.

EUGENE R. MATHIS, former purchasing and contracting officer of AFRS Los Angeles, following separation as major has joined Allied Record Mfg. Co., Hollywood, in executive capacity. Pre-service he was affiliated with New York Blower Co., Chicago.

JIM DOANE, Hollywood packager and radio talent agent, is father of a girl.

BERT PRAGER has resigned as radio director of Sam Jaffe Agency, Hollywood talent service, to set up his own office.

ELIZABETH DICKINSON, former senior research assistant, Young & Rubicam, New York, has joined Stewart, Brown & Assoc., New York, market consultant, as research assistant.

MEDIA ENTERPRISES, New York, sales agency for transcribed and live radio shows, has moved to larger quarters at 123 W. 44th St. The firm formerly was located at 45 W. 45 St., New York.

D. K. ROBERTS, formerly with the Marine Division of the Sperry Gyroscope Co., Brooklyn, N. Y., has joined the sales engineering staff of Press Wireless Mfg. Corp., New York. Previous to his association with Sperry, Mr. Roberts served with NBC for seven years as engineer and announcer.

DAVID OWEN resigns as professor of speech, drama and radio at U. of Michigan to join Show Productions, subsidiary of Dancer-Fitzgerald & Sample, New York, as general supervisor of daytime radio programs.

CAPITOL RECORDS, Hollywood, has reorganized and expanded its advertising and operations under supervision of **H. W. WOODMANSEE**. Capitol advertising manager. New sales promotion department has been formed under charge of **GEORGE OLIVER** with **CHARLES CRAIG** as assistant. Capitol's news magazine will be edited by **DAVE DEXTER Jr.**, with **EVE STANLEY** as assistant. Mr. Dexter also directs firm's publicity department. New advertising-sales promotion-publicity setup will be under direct supervision of **FLOYD A. BITTAKER**, national sales manager.

ELLIOTT-HAYNES, Canadian market research organization, has closed its offices at 25 King St. West and 217 Bay St., Toronto, to consolidate operations in recently acquired three-story 30-room building at 515 Broadview Ave., that city. New phone is Gerrard 1144.

JERRY KING, president of Standard Radio, arrived in Chicago last week for conferences with **MILTON BLINK**, vice president. He will visit New York office before returning to Hollywood headquarters in late October. Conferences will cover impending demands of musicians union on transcriptions.

SAMUEL J. McDONALD Jr., formerly with Lever Bros. and Sherwin-Williams Co. and personnel supervisor of the Salem, Mass., Sylvania plant, has been appointed to the sales staff of the Radio Tube Division of Sylvania Electric Co. in New York and Philadelphia territories.

HILL ROSE, former radio counsel to the Chicago Radio Council, has joined Raymond E. Nelson Inc., New York, as account executive.

REGULATION BY LISTENERS
Lloyd Free Says Public, Through the FCC, Should Determine Radio Standards

THE THIRD PARTY concerned in the discussion of the Blue Book—the listener—is the subject of Lloyd Free's article in the Aug. 25 issue of *The New York Times Magazine*. In a piece titled "What Can Be Done to Improve Radio?" the editor of Princeton's *Public Opinion Quarterly* points out that "The American public—not the broadcasters—holds title to the wave lengths of the air and has the right, through the FCC, to determine how the channels shall be used by radio stations."

Consequently, he holds, the uplifting of the standards of radio should spring from the listeners.

"This is a general rule of radio statistics," he says, "the more serious the content of the program, the fewer the number and the higher the level (in terms of socio-economic status and education) of listeners." He points out the consistently poor ratings of many of the best public service programs on the air.

"But in terms of particular broadcasts, there is not one audience, but hundreds and thousands of constantly shifting radio audiences, actual and potential. In this sense," he contends, "all audiences are minorities since no program regularly on the air attracts a majority of potential listeners."

He illustrates with the leading Sunday evening programs and their ratings, pointing out that the more "serious" the program, the lower the rating. But he shows that even the comparatively small ratings represent listeners who can be counted in the millions. Radio cannot afford to ignore this small but important minority group of listeners, he says.

As a "counterbalance for radio's excessive commercialism," he suggests radio listeners' councils as a possible aid. "But the only possible *immediately* effective method . . . is through a governmental agency acting as a guardian of the public interest—which means the FCC," according to Mr. Free.

"The FCC's current move [Blue Book] may well spend itself if public support is not forthcoming."

KFXJ
GRAND JUNCTION
SERVING
COLORADO
FOR TWENTY YEARS
1926-1946
M.B.S. 920 K.C.

CKNW
GIVES THE MOST
ON THE COAST
CKNW
NEW WESTMINSTER, B.C.

PROGRAMS

KNOWN as "Hollywood Casting Forum," KGFJ Hollywood has inaugurated new series in collaboration with Queenie Smith, West Coast representative of Theatre Guild, and Leighton K. Brill, western representative of Rodgers & Hammerstein. Program aims to aid stage and screen aspirants with tips such as casting availabilities, and which New York producers are in Hollywood looking for talent. Eventually air auditions of new talent will start. Prominent stage and screen names also will appear on program as guest counsellors.

MBS Variety

NEW MUSICAL variety show, "Gold and Silver Minstrels," starts Sept. 14 on MBS 9-9:30 p.m., featuring Ray Bloch's Orchestra and Comedienne "Gee Gee" James. Blending songs and comedy reminiscent of old-time minstrel days, Miss James, billed as the female Rochester, will lend her brand of comedy with Jack Arthur, m.c. of show.

WEAF News Roundup

NEW five-weekly program, "Metropolitan News Round-Up," starts Sept. 2 on WEAF New York, 12:15-12:30 p.m. Program will feature news contributions from following metropolitan newspapers: Long Island Daily Press, Brooklyn Eagle, Bronx Home News, Newark Star Ledger, and Westchester Daily Press which will be represented through White Plains Reporter Dispatch.

Morgan on ABC

HENRY MORGAN, who is heard on WJZ New York, Monday through Friday, 6:45-7 p.m., cooperatively sponsored, Sept. 3 makes his debut on ABC Tuesday 8:30-9 p.m., when "The Henry Morgan Show" takes to the air. Comedy program will feature orchestra under direction of Bernard Green, and Charles Irving who will double as announcer and stooge. Martin Andrews is producer.

Listeners Query

IN ORDER to present discussions more to the point of listeners' interest, "A Time for Decision" on WBBM Chicago Sat. 4:30 p.m. (CDST) is inviting average listeners to appear on broadcasts and ask questions of the experts who are discussing the subject of the day. Listeners present subjects they would like to hear discussed. Person whose subject is used takes part in program. "A Time for Decision" is presented by WBBM in cooperation with the Chicago Junior Association of Commerce.

Scripts Offered

SCRIPTS of the much discussed "Operations Crossroads" broadcast (CBS May 28), which includes complete discussion of a cross-section of Americans on the atomic bomb, are available to the public, it was announced last week by Don Kelley, WBBM Chicago public relations director. Listeners are being invited by spot announcements to write WBBM for copies of script.

War Assets Aid

ASSISTING the War Assets Adm. in distribution of surplus properties to veterans, WNYC, New York, Aug. 29 started new series of programs, Thurs. 8:30-8:45 p.m., with first program featuring Walter F. Downey, chief of the Veterans Service Division of the War Assets Adm. In addition spot announcements will be made each day during station's public service period, 6:45-7 p.m.

WLIB Honored

CITATION has been awarded WLIB New York by the Kings County Council, Jewish War Veterans, New York, for consistently broadcasting "programs in the interest of Democracy . . . and helping to build a better America." Presentation of the award took place Aug. 29 during broadcast of WLIB's "You and the Community," 2:15-2:30 p.m.

Veterans Service

TERMINAL pay application forms for ex-GI's have been made available by Troup Mathews on "The Veterans Report" program on WLIB New York, Sat. 1:15-1:30 p.m. The station also aired special series of spot announcements last week calling attention to "The Veterans Report" program and the terminal pay service offered.

Diplomats on CBC

CANADIANS are learning about the many diplomats in Ottawa, the capital city, on a new weekly program, "Date with a Diplomat," aired on the CBC Trans-Canada network. Hugh Kemp, Montreal radio commentator, interviews one of the diplomatic corps at Ottawa each week.

WLAW Praised

PRAISING the WLAW Lawrence, Mass., "Safety on the Highways" program, Rudolph F. King, Registrar of Motor Vehicles for Massachusetts, in a letter sent last week to Program Manager James T. Mahoney, complimented station for "The splendid safety program which you are presenting to the public."

'Town Meeting' Change

ABC "America's Town Meeting" will undergo its first change of format in the 12 years it has been on the air when on broadcast of Thurs., Sept. 5, guest speakers will be cut from four to two. Two interrogators, who will be "regulars" on the program, will appear to question speakers.

Football on WAPI

ENTIRE U. of Alabama football schedule will be covered by WAPI Birmingham this season.

'Sing Along' in Green Bay

THE CBS program "Sing Along," heard Mon. through Fri. 2:30-3 p.m., Sept. 2, will originate at the Green Bay, Wis., City Park, at the request of H. R. Evans, general manager of WTAQ, CBS station in Green Bay. Ordinarily originating in the CBS New York playhouse, the program will highlight Green Bay's Labor Day celebration with more than 20,000 local citizens heard on the community sing. The network plans to broadcast the "Sing Along" program from other cities from time to time.

'Quiz Kids' Add

EFFECTIVE Sept. 1 the "Quiz Kids" program heard on ABC Sun. 7:30-8 p.m. added another junior expert to its panel, now numbering six. Producers of the program decided to add a sixth child to hasten the debuts on the long waiting list.

Winchell Resumes

THE ANDREW JERGENS Co., Cincinnati, effective Sept. 1 returns "Walter Winchell and the Jergens Journal" on ABC Sun. 9-9:15 p.m. after six-week vacation. Guest commentators were heard during his absence. Agency for Jergens is Lennen & Mitchell, New York.

To Air Football

KMO Tacoma, Wash., has secured exclusive broadcast rights to professional football games of Tacoma Indians of Pacific Coast Professional Football League. First broadcast set Sept. 5.

Youngsters Quiz

YOUNGSTERS quiz show, "Y's Up," has been started by KOMA Oklahoma City as weekly half hour feature. Sponsored by John A. Brown Co., department store, program presents teams of boys and girls from the two Oklahoma City Y organizations. Merchandise prizes are awarded.

Safety Campaign

TO HELP reduce traffic accidents and deaths, KFEL Denver is conducting "Know Your Traffic Laws" campaign. At close of daily 12:30 p.m. newscast a different law is reviewed and analyzed. Safety slogan is included.

WWVA Programs

WEEK of Aug. 26 WWVA Wheeling, W. Va., originated seven special event programs from campus of West Virginia U. during 34th Annual Farm and Home Week, sponsored by university's College of Agriculture.

Package Offered

NEW RADIO package called "Dream Street" is being offered by Basch Radio Productions, New York. Half-hour show will present rotating stars with Tom Hoier as the Weaver of Dreams," Frank Gallup as announcer and Ross Gorman supplying music.

WSTC, WTHT Honored

WSTC Stamford and WTHT Hartford, Conn., have been awarded Distinguished Service Citations by the American Legion, Department of Connecticut, in appreciation of cooperation with that group.

NBC Safety Award

NBC received the National Safety Council's award of honor for distinguished public service for its series of programs on highway safety called "No Happy Ending." Award was made Aug. 31.

Assist

BOTH Charleston, S. C., stations, WCSC and WTMA, discarded regular schedules during elections to present host of campaign speeches, which accounts in some measure for this narrative. A candidate for local office appeared at WCSC just in time for his broadcast but was most dismayed to learn he was at wrong station. With no spare seconds to hop to WTMA, said candidate was given side studio by WCSC which piped his talk to brother WTMA while airing a political broadcaster of its own. It not only gave that noble assist, but it also collected the fee due WTMA, later "piping" it along, too!

ADDED LAURELS

Tossed to Colwell for Radio Work at Luxembourg

EDITOR, BROADCASTING:

ADD this to your excellent article about Bob Colwell: (*Our Respects to . . . Robert Talcott Colwell, Page 50, Aug. 26 issue.*) When Bob was designing programs at Radio Luxembourg to discourage resistance by German troops, they went over so successfully that he invented a gag slogan for the station: "When surrendering, please mention this station."

Samuel R. Rosenbaum,
1828 Land Title Bldg.
Philadelphia 10, Penna.

August 26, 1946.

Editor's Note: Mr. Rosenbaum, now a practicing attorney in Philadelphia, was commanding officer in charge at Luxembourg, with rank of colonel, during its operation by Psychological Warfare Branch of U. S. Army. He is the former president of WFIL Philadelphia.

Six Huk Stations

SIX SECRET radio stations, hidden in mountain strongholds of Philippine insurgent peasant army, Hukbalahaps, maintain constant communication with Soviet Union, Robert Stewart, Mutual correspondent in Manila, told BROADCASTING. From stations, constructed of equipment which Huks seized from Japanese and American army sources, insurgents take lessons in political development, Mr. Stewart said. Huk leaders engaged in aggressive program of aggrandizement, stirring opposition to regime of Manuel Roxas, Philippine president.

Video Script Contest

YOUNG SCRIPT writers who would like to try their hand at television are invited to submit half-hour video scripts in a contest to be conducted during September by Satellite Players, young acting group whose members worked together several years ago at Columbia U. Winning script in contest will be used to open a series of 31 video shows group hopes to sell to a sponsor; winner will go on payroll as staff writer. Contest is open to writers between ages of 16 and 25; entries should be sent to television department of William Morris Agency, 1270 Avenue of Americas, New York.

WANT A GOOSE FROM GANDER (Ky.)?

Well, it wouldn't be a *golden* goose from Gander, anyway. Gander's a real Kentucky "town," and fairly typical in its way. But even a thousand Ganders wouldn't be anything to honk about! That's why we're so darned *lucky* to be able to offer you the *Louisville Trading Area, alone*—the "white meat" of this entire State, without the feet and necks! Want a hunk? Okay, pal —pass your plate!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . N. B. C.
FREE & PETERS, INC.
National Representatives

WFMJ SELLS The Rich Mahoning Valley
Ohio's Third Market at less cost—affiliate of the American Network.
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

ABC Executive Didn't Sign Contract for KGO Broadcast

ABC told FCC last week that Don Searle, the network's Western Division vice president, refused to sign the contract for the time which a CIO union complained was withdrawn from it at the last moment on Aug. 12 [BROADCASTING, Aug. 19].

Although it was signed by a CIO representative, ABC Vice President Robert E. Kintner wrote the Commission, the contract contained clauses "to the effect that the material to be broadcast must conform to the program and operating policies of the company and that it is not binding on the company until it is executed by one of its duly authorized officials."

When the contract was presented to Mr. Searle, the letter continued, he refused to sign and advised the sales department that the union's proposed program, dealing with a forthcoming labor election among employes of the canning industry, was not of sufficient interest to listeners to justify its broadcast.

Mr. Kintner's letter was in response to FCC's request for a statement of ABC's side of the case in which the network and its KGO San Francisco were accused by CIO union officials of ruling CIO President Philip Murray off the air. Donald Henderson, president of the Food, Tobacco, Agricultural and Allied Workers Union, filed the complaint and later instituted a $100,000 damage suit against KGO and ABC after the station allegedly cancelled a second speech by a CIO official [BROADCASTING, Aug. 26]. In subsequent messages to FCC, Mr. Henderson reiterated his protests against KGO and said KQW San Francisco had offered to donate time to CIO.

Mr. Kintner said both the proposed Aug. 12 broadcast and one requested for Aug. 19 were covered in the contract Mr. Searle refused to sign and that the Western Division executive "discussed the matter" with CIO officials at the time and was told by Mr. Henderson: "You have said that you will not allow KGO to carry this program because you do not propose to inflict Philip Murray on the people of the Bay Area" and "I intend to issue a public statement to this effect." Mr. Searle denied making any such assertion [BROADCASTING, Aug. 26].

Grounds for Rejection

The rejection, FCC was told, was on grounds that "the proposal appeal to workers in one industry to vote in favor of the certification of one union rather than another was not of sufficient direct interest to the general listening public as to warrant its broadcast." On the same grounds, Mr. Kintner wrote, KGO rejected an AFL union's request for time to discuss the same election.

ABC conceded that "in some cases private disputes, particularly in the field of labor relations, may attain such proportions of general public interest as to justify their being made the subject of a broadcast, provided that they are dealt with fairly and all points of view given an opportunity to be heard." But, the network contended, "this is not the case in the matter at hand. . . ."

ABC said it had pioneered "towards the objective of permitting organized labor to express its views" on network facilities and was "the first network ever to sell time for the discussion of controversial issues to any labor union. . . ." Further, the network said, a 15-minute weekly program is shared equally by CIO and AFL (26 weeks a year to each), and in other instances ABC facilities have frequently been used by labor groups.

FIRST WEEK of operation by the new WINR, NBC outlet in Binghamton, N. Y., included a public service interview of Gov. Thomas E. Dewey by News Editor George J. O'Connor. Station operates on 1490 kc with 250 w.

Milestones

TWENTY years ago Woodside, Long Island, N. Y., was a neighborly suburb when WWRL began broadcasting from a radio engineer's living room. Last week (Aug. 26) the community was hustling like a city as WWRL celebrated its 20th anniversary in a two-story building of its own. For second time in 20 years an event of world interest has been plumped in Woodside's, and WWRL's, backyard. First it was World's Fair in 1939. Today it's the United Nations. UN headquarters has moved to Flushing, L. I., hardly a mike's throw from WWRL studios. Station plans to devote half of air time to fall sessions.

Members of the cast of *Mr. District Attorney* on NBC and the program itself are celebrating five anniversaries this month. Show has been on NBC for seven years and has been sponsored by Bristol-Myers Co., New York (Sal Hapatica and Vitalis) for six years. Ed Byron, show's producer, director and co-author, and Len Doyle, who portrays Harrington, also are marking seventh milestone with show. They are only two who have been with series since start. Jay Jostyn, who plays lead, marks sixth year and Bob Shaw, co-author with Mr. Byron, marks first year with program.

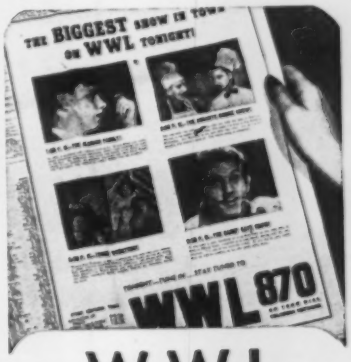
Barney's Clothing Store, New York, this month begins 13th year of advertising on WMCA New York with expanded schedule of programs and spots through Emil Mogul Co., that city. Firm adds Don Goddard newscasts thrice weekly and Armstrong race results. . . . CBS fantasy program for children, *Let's Pretend*, in late August marked 16th anniversary. Sponsor is Cream of Wheat Corp., Minneapolis, with BBDO, New York, as agency.

Charles McIntire, veteran sports announcer of WMBH Joplin, Mo., on occasion of his more than 1,000 broadcasts of Joplin Baseball Club home and away games in latter August was presented gifts from the ball club and individuals preceding one of the games. He has never missed a home game since joining station in 1934. . . . Sept. 2 six-weekly *Voice of Washington* news program of WOL Washington celebrates first anniversary and begins second year of sponsorship by General Electric Co. Heard 8 a. m. and 11 p. m., program features straight news reporting, read by unidentified voice without dramatic coloring.

Bob Reynolds, vice president and general manager of KMPC Hollywood, last week received unusual anniversary gift from G. A. Richards, president of WJR WGAR KMPC. It was trip east to witness All-Star gridiron classic in Chicago. It was on same field a decade ago that Mr. Richards, then owner of Detroit Lions professional team, discovered Mr. Reynolds as star of collegiates. He was signed to Lions, later becoming general manager of KMPC. . . . Speaking of football, KDKA Pittsburgh this season begins second quarter-century of play-by-play accounts of grid contests. Occasion will be Pitt-West Virginia game Sept. 28, same schools which on Oct. 8, 1921, met for first contest covered by KDKA. Woody Wolf and Bill Sutherland will mark 10th year of broadcasting games for Atlantic Refining Co.

Overnight Guest

CKEY Toronto not only uses its broadcast time to seek homes for vets but in one case it put up cots and allowed veteran Harold Chester, his wife and two children to sleep in a studio. Mr. Chester, evicted from a temporary room, came to CKEY to air his housing request over its thrice weekly *Homes for Vets*, produced in conjunction with Canadian Corps Association, veterans organization. After the broadcast Mr. Chester and his family had no place to go, so the station put them up for the night.



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New Orleans

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10,000 Watts **WIBG**

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COVERAGE OF
THE CHAMPLAIN
VALLEY AREA
WCAX
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ONLY CBS
STATION
1000 WATTS • FULL TIME

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. . . which is one of the excellent reasons for the never-failing-you popularity of KSFO among Northern California listeners. Never too heavy, never too bold, never too loud . . . that's the music you'll find on . . .
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FOR FULL COVERAGE
OF HAWAII
N. B. C. IN THE PACIFIC
SINCE 1931
Affiliated with
THE HONOLULU ADVERTISER
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THE KATZ AGENCY, INC.

IN TOUCH WITH TOMORROW
. . . . IN TUNE WITH TODAY
KGW
PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.

News

HERBERT BAYARD SWOPE Jr., released from service, has rejoined CBS in the news and special events department of WCBW New York, network's television outlet. He will be assistant to **ROBERT BENDICK**, director of the department, in handling of remote and mobile operations. Before entering Navy in 1941 he was trade news editor at CBS.

REX FROST, farm commentator of CFRB Toronto, has completed a tour of northern Ontario by plane, visiting gold mining areas, forest operations, and resort sections.

FRANK HARDEN, sports chief of WIS Columbia, S. C., has been appointed sports editor of Action, new monthly magazine published by South Carolina Junior Chamber of Commerce.

ROBERT L. BENDICK, news and special events director of WCBW New York, CBS television station, is the father of a boy, Robert L. Jr.

GORDON GRAHAM, director of public events at WIBC Indianapolis, has been appointed news supervisor of that station. WIBC has added wire recorder to news facilities.

ERLE SMITH, managing news editor of KMBC Kansas City, has returned to his nightly news schedule after an illness of three months following major surgical operation.

CLAIR GROSS, formerly with WOI Ames, Iowa, and KOAD Omaha, has joined KGFW Kearney, Neb., as news editor.

BEN GRAUER flew to Paris and the Peace Conference last Friday to gather background for his NBC coverage of UN General Assembly starting Sept. 23 at Flushing, L. I.

RED BARBER and **CONNIE DESMOND**, WHN New York sportscasters, will receive plaques from the Kings County Chapter of the American Legion Sept. 3 immediately preceding the game between the Brooklyn Dodgers and Philadelphia Phillies. New York's Mayor William O'Dwyer will make presentations. Mr. Barber, who also is CBS director of sports, Sept. 16 starts quarter-hour sports roundup commentary on CBS, Mon. through Fri. 6:30-6:45 p.m. Available for cooperative sponsorship, program will cover every phase of sports with guest stars appearing from time to time.

BERNIE LONDON, returned from war service with OWI in Europe and North Africa, has joined the sports department of WCBW, CBS video station, New York, as freelance assistant to Director **BOB EDGE**. Mr. London will handle research and work with Mr. Edge on covering baseball, football and other television sports assignments.

JAMES BACCUS has been appointed editor in the news room of WDAY Fargo, N. D., replacing **JACK LOCKHART** who will devote full time to the WDAY artists bureau.

RADCLIFFE HALL has been assigned to handle the noon news period on WEAF New York Mon. through Sat. 12-12:15 p.m. **JOE HAINLINE**, who has been handling this program, has been transferred to the NBC staff in Washington.

Listeners Respond

LISTENERS of the Nancy Craig program on WJZ New York during past three months have sent more than 10,000 food and clothing parcels to the children of France, Greece, Belgium, Holland, Poland, Austria, Italy and Hungary. In cooperation with the Foster Parents Plan for War Children, New York, Miss Craig has been appealing for food and clothing parcels for the children overseas.

Registration Date

REGISTRATION for radio and television courses in fall sessions of the American Theatre Wing's professional training program in New York will be Sept. 9-14. Second eight-week training term begins Sept. 23.

U. S. Rubber Co. Sponsoring McClintock In New Video Format on Three Outlets

APPLYING to television a program pattern already proved successful in sound broadcasting, United States Rubber Co. last week started a new video series, *Serving Through Science*, which will follow the general theme of the talks broadcast during the intermission periods of the Sunday afternoon concerts of the New York Philharmonic Symphony Orchestra, sponsored by the company on CBS. Television series are broadcast Tuesdays at 9 p. m. on WABD New York and relayed to WPTZ Philadelphia and W3XWT Washington for simultaneous broadcast.

Dr. McClintock

Dr. Miller McClintock, research consultant to *Encyclopaedia Britannica* and former president of MBS, will serve as commentator on the new series, which will feature films and other visual material supplied by the encyclopaedia company. Charles Durban, assistant director of advertising of United States Rubber Co., in announcing the series, expressed the belief that with the aid of this visual material the video series should be as successful as the sound broadcasts in exploiting the widespread interest the public has in science.

The rubber company is also sponsoring this week telecasts of films taken last weekend by ABC cameramen of the Cleveland Air Races, which will be telecast by the five video stations with which ABC has working agreements: WABD New York, WRGB Schenectady, WPTZ Philadelphia, WBKB Chicago and W3XWT Washington. Agency for U. S. Rubber is Campbell-Ewald Co., New York.

Same five stations will also telecast this week ABC films of the Gold Cup speed boat race to be held Sept. 2 in Detroit and the Hopeful Stakes, race for two-year olds at Saratoga, N. Y., run Aug. 31. Berkray Corp., men's sport clothes manufacturer, will sponsor the later event, through Henry Bach Assoc., New York. Harvey Marlowe, ABC executive television producer, will direct the filming of the Hopeful Stakes and Gold Cup events. Richard J. Goggin, network video producer, will handle the Cleveland Air Races. CBS holds the exclusive video rights, but waived them for this year to ABC.

In Chicago, ABC has resumed its weekly telecasts of boxing and wrestling matches from the Rainbo Arena through WBKB, following that station's receipt of the image orthicon cameras from RCA. ABC is also planning a weekly half-hour film telecast on the station and, after the success of the telecast of the Tam O'Shanter golf tournament, will continue to pick up other remote events of special interest as they occur.

CBC Video Waits

CANADA WILL NOT have television until the problems of technique have been ironed out in the United States, officials of the Canadian Broadcasting Corp. at Ottawa, commented last week on reports that United States interests are ready to put in television stations at Toronto and Montreal. CBC is not carrying on research at present on television, but CBC officials and engineers are watching developments. CBC claims Canada has not the money for such experiments. No license applications by American interests have been made as yet for television stations in Canada, CBC reports.

5000 WATTS
WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE
NBC IN RICHMOND, VA.

FCC Actions

(Continued from page 69)

license to cover CP which authorized increase in power of synchronous amplifier and changes in transmitting equipment. Also granted authority to determine operating power by direct measurement.

WCOE Cincinnati, O.—Granted license to cover CP for a new relay broadcast station to be used with standard station WCPO.

Applications . . .

AUGUST 26

AM—550 kc

WDEV Waterbury, Vt.—CP to change hours of operation from daytime to unlimited time and install directional antenna for day and night use—AMENDED: to change name of applicant from Lloyd E. Squier and William Ricker, d/b as Radio Station WDEV to Lloyd E. Squier, surviving partner of Lloyd E. Squier and William G. Ricker, a partnership d/b as Radio Station WDEV and Ernest C. Perkins, executor of estate of William G. Ricker, deceased.

AM—960 kc

WELI New Haven, Conn.—CP to increase power from 1 kw day and 500 w night to 1 kw day and night, and make changes in directional antenna for night use—AMENDED: re changes in directional antenna.

AM—1340 kc

WLEX Lexington, Ky.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and approval of transmitter and studio locations.

AM—1300 kc

KOME Tulsa, Okla.—CP to change frequency from 1340 to 1300 kc, increase power from 250 w to 1 kw night and 5 kw day, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: re changes in directional antenna for night use.

AM—1400 kc

WGAP Maryville, Tenn.—Voluntary assignment of license to George R. Dempster and V. H. McLean, d/b as Gateway Bcstg. Co.

AM—1590 kc

Nonpareil Bcstg. Co., Council Bluffs, Iowa—CP new standard broadcast station to be operated on 1590 kc, 5 kw, directional antenna and unlimited hours of operation.

AM—1450 kc

Norbert Bernard Donze and Elmer Lawrence Donze, a partnership d/b as The Donze Co., Ste. Genevieve, Mo.—CP new standard broadcast station to be operated on 1450 kc, 350 w and unlimited hours of operation.

AM—550 kc

Midland Bcstg. Co., Kansas City, Mo.—CP new standard broadcast station to be operated on 550 kc, 5 kw, directional antenna and daytime hours of operation.

AM—1190 kc

WOWO Fort Wayne, Ind.—CP to increase power from 10 to 50 kw, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: to change transmitter location.

AM—910 kc

KVAN Vancouver, Wash.—CP to change frequency from 910 to 930 kc and power and hours of operation from 500 w daytime to 1 kw day and night—AMENDED: to change frequency from 930 to 910 kc, install new transmitter, make changes in directional antenna for day and night use and change transmitter location.

Applications Tendered for Filing:

AM—1120 kc

Leon Wyszatycki, d/b as Greater Erie Bcstg. Co., Lackawanna, N. Y.—CP new standard broadcast station to be operated on 1120 kc, 1 kw and daytime hours of operation.

AM—1490 kc

Cheyenne Bcstg. Co. Inc., Cheyenne, Wyo.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—1450 kc

Fred G. Goddard, Hoquiam, Wash.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours.

AUGUST 27

AM—1470 kc

The Lewiston-Auburn Bcstg. Corp., Lewiston, Me.—CP new standard broadcast station to be operated on 1470 kc, 5 kw, directional antenna and unlimited hours of operation.

AM—1290 kc

Port Frere Bcstg. Co. Inc., Wilmington, Del.—CP new standard broadcast station to be operated on 1250 kc, 500 w and daytime hours of operation—AMENDED: to change frequency from 1250 to 1290 kc and make changes in vertical antenna.

AM—1480 kc

WHOM Jersey City—Transfer of control of licensee corporation from Cowles Bcstg. Co. to Il Progresso Italo-Americano Publishing Co. Inc.

AM—1280 kc

Veterans Bcstg. Co. Inc., Rochester, N. Y.—CP new standard broadcast station to be operated on 1280 kc, 1 kw and daytime hours of operation—AMENDED: to change power from 1 kw to 5 kw, hours of operation from daytime to unlimited time, change type of transmitter, install directional antenna for day and night use and specify transmitter location.

AM—1420 kc

WFCI Pawtucket, R. I.—License to use formerly licensed main transmitter as an auxiliary transmitter with power of 1 kw, employing directional antenna day and night.

AM—1490 kc

WKBZ Muskegon, Mich.—CP to make changes in antenna and to change transmitter location—AMENDED: to install new transmitter.

AM—1330 kc

Booth Radio Stations Inc., Flint, Mich.—CP new standard broadcast station to be operated on 1330 kc, 1 kw, directional antenna and unlimited hours of operation—AMENDED: to change transmitter location and changes in directional antenna.

AM—1240 kc

Odes E. Robinson, Bluefield, W. Va.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

FCC Box Score

STATUS of the applications at the FCC as of Aug. 29:

AM — 385 applications pending; 517 in hearing; 288 construction permits issued this year (of which three have been rescinded). **Total standard stations to date: 1282.**

FM — 212 applications pending; 142 in hearing; 494 conditional grants issued this year, of which 229 are now regular construction permits. **Total FM stations: 547.**

Television—26 applications pending; 23 in hearing; 27 construction permits issued. **Total television stations: 34.**

AM—1410 kc

WING Dayton, Ohio—CP to install auxiliary transmitter to be operated on 1410 kc, 1 kw.

AM—1490 kc

WSAP Portsmouth, Va.—CP to make changes in vertical antenna—AMENDED: to mount FM antenna on top of vertical antenna.

AM—1450 kc

WAZL Hazleton, Pa.—Transfer of control of licensee corporation from J. Hale Steinman and John F. Steinman to Victor C. Diehm, E. H. Witney, Hilda M. Deisroth and George M. Chisnell.

AM—1320 kc

WLAN Lancaster, Pa.—License to cover CP as modified, which authorized a new standard broadcast station, authority to determine operating power by direct measurement of antenna power.

AM—810 kc

WEDO McKeesport, Pa.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—650 kc

Altoona Bcstg. Co., Altoona, Pa.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1240 to 650 kc and hours of operation from unlimited to limited.

AM—1320 kc

WNGO Mayfield, Ky.—Modification of CP which authorized a new standard broadcast station, for changes in transmitting equipment, for approval of antenna and approval of transmitter and studio locations, change partnership name to H. M. Sughar and P. M. Mullins, d/b as West Kentucky Bcstg. Co.

FM—91.3 mc

WBKY Beattyville, Ky.—CP to specify Channel 217, 91.3 mc, to change power from 500 w to 1 kw, to change transmitter and make changes in antenna system.

AM—1490 kc

KVWC Vernon, Tex.—License to cover CP as modified, which authorized installation of new vertical antenna with FM antenna mounted on top; authority to determine operating power by direct measurement of antenna power.

AM—1190 kc

Rome Radio Bcstg. Co., Rome, Ga.—CP new standard broadcast station to be operated on 1190 kc, 1 kw and daytime hours of operation—AMENDED: re change in type of transmitter.

AM—900 kc

E. T. Wright, Orlando, Fla.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1230 to 900 kc, change hours of operation from unlimited time to daytime and change type of transmitter.

AM—1010 kc

Jacksonville Beach Bcstg. Co., Jacksonville Beach, Fla.—CP new standard broadcast station to be operated on 1030 kc, 250 w and daytime hours of operation—AMENDED: to change frequency from 1030 to 1010 kc.

AM—1340 kc

WHHM Memphis, Tenn.—License to cover CP as modified, which authorized

(Continued on page 78)

THE *Fred A. Palmer* CO.

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UNION TRUST BLDG.
CINCINNATI 2, OHIO

RADIO STATION CONSULTANTS *on* MANAGEMENT *and* OPERATION

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FCC Actions

(Continued from page 77)

a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

WHBS Huntsville, Ala.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter, for approval of antenna and transmitter location—AMENDED: to specify studio location.

AM—1490 kc

Abe B. Harris, Ruston, La.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—950 kc

Donald W. Reynolds, Fort Smith, Ark.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1230 to 950 kc, power from 250 w to 1 kw, hours of operation from unlimited to daytime and change type of transmitter.

FM—Unassigned

Radio Bcstg. Inc., West Memphis, Ark.—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 13,972 sq. mi.

Assignment of Grant

O. L. Taylor, Oklahoma City, Okla.—Voluntary assignment of conditional grant to KTOK Inc.

AM—1400 kc

KTOP Inc., Topeka, Kan.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—1290 kc

Cream City Bcstg. Co. Inc., Milwaukee, Wis.—CP new standard broadcast station to be operated on 1290 kc, 250 w and daytime hours of operation—AMENDED: to change power from 250 w to 1 kw and change type of transmitter.

AM—1450 kc

WMBH Joplin, Mo.—CP to increase antenna height and to install FM antenna.

Hearings This Week

WEDNESDAY, SEPTEMBER 4, WASHINGTON, D. C.

KTSW Emporia, Kan.—CP 1490 kc, 250 w; **Wichita Bcstg. Co. Inc., Wichita**—CP new station 1490 kc, 250 w; **Air Capital Bcstg. Co., Wichita**—CP new station 1490 kc, 250 w; **The Wichita Beacon Bcstg. Co., Wichita**—CP new station 1490 kc, 250 w; **KAKE Bcstg. Co. Inc., Wichita**—CP new station 1490 kc, 250 w; **KTOP Topeka, Kan.**—CP new station 1400 kc, 250 w; **Adelaide Lillian Carrell, Wichita, Kan.**—CP new station 1490 kc, 250 w; **Collinson-Wingate Bcstg. Co., Topeka, Kan.**—CP new station 1490 kc, 250 w; **Blue Valley Bcstg. Co., Independence, Mo.**—CP new station 1510 kc, 1 kw daytime; **General Bcstg. Co. Inc., Independence**—CP new station 1490 kc, 250 w; **Inland Bcstg. Co., Lincoln, Neb.**— CP new station 1400 kc, 250 w.

KORN, KDRO, KBON—Intervenors.

WEDNESDAY, SEPTEMBER 4, WASHINGTON, D. C.

Southeastern Massachusetts Bcstg. Co., New Bedford, Mass.—CP new station 1400 kc, 250 w; **Bay State Bcstg. Co., New Bedford, Mass.**—CP new station 1400 kc, 250 w; **Narragansett Bcstg. Co., Fall River, Mass.**—CP new station 1400 kc, 250 w.

AM—960 kc

KFVS Cape Girardeau, Mo.—CP to change frequency from 1400 to 960 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: re changes in ground system.

FM—Unassigned

Globe-Democrat Publishing Co., St. Louis, Mo.—CP new FM broadcast station to be operated on 46.3 mc and coverage of 13,083 sq. mi.—AMENDED: to change frequency from 46.3 mc to "To be assigned by FCC," coverage from 13,083 to 15,740 sq. mi., population from 1,766,569 to 1,912,932, type of transmitter and make changes in antenna system.

AM—1400 kc

Eastern Idaho Bcstg. and Television Co., Idaho Falls, Ida.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1230 to 1400 kc, change type transmitter and specify transmitter location.

AM—1430 kc

KVNI Coeur D'Alene, Ida.—Modification of CP which authorized a new standard broadcast station, for extension of completion date.

AM—1240 kc

KAVE Carlsbad, N. M.—License to cover CP which authorized installation of new transmitter.

AM—1340 kc

KATO Reno, Nev.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

Balboa Radio Corp., San Diego, Calif.—CP new FM broadcast station to be operated on frequency to be assigned and coverage of 3,860 sq. mi.

Applications Tendered for Filing:

AM—1240 kc

Jorama-Fer Radio Corp., Caguas, Puerto Rico—CP new standard broadcast station to be operated on 1240 kc, 250 w unlimited hours of operation.

AM—590 kc

WARM Scranton, Pa.—CP to change frequency from 1400 to 590 kc, power from 250 w to 5 kw, install new transmitter, change transmitter location and install directional antenna for day and night use.

AM—1060 kc

Metropolitan Houston Bcstg. Co., a partnership consisting of E. H. Rowley, Glen H. McClain, L. M. Rice and James A. Clements, Houston, Tex.—CP new standard broadcast station to be operated on 1060 kc, 1 kw night and 5 kw day, directional antenna and unlimited hours of operation.

AM—1430 kc

Robert L. Kern and Richard P. Kern, partners trading as the Belleville News-Democrat, Belleville, Ill.—CP new standard broadcast station to be operated on 1430 kc, 1 kw, directional antenna night and unlimited hours of operation.

AM—1280 kc

Neenah-Menasha Bcstg. Co., Neenah, Wis.—CP new standard broadcast station to be operated on 1280 kc, 1 kw and daytime hours of operation.

AUGUST 27

WNHC New Haven, Conn.—License to cover CP which authorized installation of a new transmitter.

WCSH Portland, Me.—CP to make changes in directional antenna in order to specify directional operation for nighttime only.

Peoples Radio Foundation Inc., New York—CP new FM (metropolitan) broadcast station to be operated on frequency not specified and coverage of 8,500 sq. mi.—AMENDED: to make changes in directors.

WRON Ronceverte, W. Va.—Modification of CP (which authorized a new standard broadcast station) to change type of transmitter, approval of antenna, approval of transmitter location and specify studio location.

WWNR North of Beckley, W. Va.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

WSAZ Huntington, W. Va.—Modification of CP (which authorized increase in day power and installation of new transmitter) for change in type of transmitter and extension of commencement and completion dates.

WING Dayton, Ohio—CP for reinstatement of B2-P-3627, as modified, which authorized changes in directional antenna for night use and change in transmitter location.

KIOX Bay City, Tex.—Modification of CP (which authorized a new standard broadcast station) to install new transmitter, make changes in antenna and extension of commencement and completion dates.

KWEM West Memphis, Ark.—Modification of CP (which authorized a new standard broadcast station) to make changes in antenna, change type transmitter, to change transmitter and studio location.

WCKB Dunn, N. C.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, approval of transmitter site and specify studio location.

Statesville Bcstg. Co. Inc., Statesville, N. C.—CP for a new FM (metropolitan) broadcast station to be operated on channel 236, 95.1 mc and coverage of 6,500 sq. mi.—AMENDED: to change transmitter location, specify population as 557,573, class of station as metropolitan and make changes in antenna system.

KSOK Arkansas City, Kan.—Modification of CP (which authorized a new standard broadcast station) to change type transmitter, for approval of antenna and transmitter location and change studio location.

KANS Wichita, Kan.—CP to change frequency from 1240 to 1480 kc, increase power from 250 w to 1 kw night and 5 kw day, install new transmitter and directional antenna for night use, and change transmitter location.

WMMJ Peoria, Ill.—Modification of CP (which authorized a new standard broadcast station) to change transmitter location, approval of studio location and extension of commencement and completion dates.

KTSC Tucson, Ariz.—Modification of CP (which authorized a new standard broadcast station) to change type transmitter, for approval of antenna and transmitter location and change studio location.

KCOW Ellensburg, Wash.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

Applications Dismissed:

WKBZ Muskegon, Mich.—CP to mount FM antenna atop present antenna (request of attorney).

Louis P. Myers and Gertrude Jo Myers d/b as Howdy Folks Broadcasters, Tulsa, Okla.—CP new standard broadcast station to be operated on 1100 kc, 5 kw and daytime hours of operation (request of attorney).

Applications Tendered for Filing:

KTRM Inc., Beaumont, Tex.—CP new standard broadcast station to be operated on 710 kc, 250 w and daytime hours of operation.

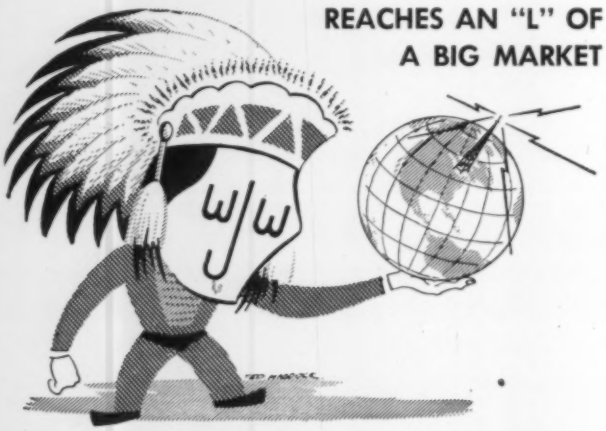
Jess M. Swicegood, J. P. Burnett, Lola C. Robison, a partnership d/b as Houston Broadcasters, Dothan, Ala.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

KFIZ Fond du Lac, Wis.—Consent to assignment of license to KFIZ Broadcasting Company.

Wonderland Bcstg. Co. Ltd., Roscoe J. Anderson, Kenneth G. Burkard, Harold Gebauer, Eugene T. Goldrup, Dr. O. J. Hansen, Robert Lingle, Robert Stewart and Carl A. Williams, Redding, Calif.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

CLEVELAND'S *Chief* STATION

REACHES AN "L" OF A BIG MARKET



WJW's Local programming means Leadership in a Locale where Listenership is a strong Link between the nation's 5th great market and Lasting sales.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Orthicons Enable ABC To Resume Sportscasts

ARRIVAL last week of two Image Orthicon cameras on loan from NBC, enabled American Broadcasting Co. to resume sponsorship of boxing and wrestling matches each Wednesday and Thursday over WBKB Chicago.

Remotes from Rainbo Arena had been previously cancelled after several trials because Capt. William C. Eddy, WBKB television director, termed the definition unsatisfactory. In addition to the ABC sponsorship of the sports contests, WBKB also will cover the remaining games of the Chicago Cubs and the Sunday pro football games of the Chicago Bears.

Disc Rule

(Continued from page 15)

fied as such at the beginning and end if its material has a special time value and would give the impression of a live broadcast. Those no more than a minute long would need be identified only at the beginning. Any other recorded presentation would not have to be identified as such but there could be no "affirmative" attempt to create the impression that the broadcast is live.

KVOO Views

Presenting KVOO's "observations," John P. Carr of the Washington law firm of Dow, Lohnes & Albertson, pointed out that many stations have gone to considerable expense to hire and train live talent. If the proposed rule permitted "smaller stations" to use recorded programs and give the impression of live talent, the letter continued, "the stations who employ live talent might insist on their programs being identified as live-talent programs, and this could become just as irritating as the present rule on announcing transcriptions."

He suggested that a portion of the proposed amendment be revised to read as follows (phrase suggested by Mr. Carr is shown in italics):

"Provided, however, any recorded program of one minute duration or less, *or any program where talent is identified*, need only be announced at the beginning."

WTMJ's suggestion, presented in a letter from Lester Cohen of the Washington law firm of Hogan & Hartson, was to require identification of talent records, if the talent is identified, in the same manner that recordings of speeches and other time-value material are identified (both before and after).

The CBS brief, prepared by Julius F. Brauner and Kenneth L. Yourd, network counsel, said "90% of the operating benefits which broadcasters would expect from any change in the rule would be immediately realized" by eliminating the present requirement that short transcribed commercials be separately described as transcriptions.

Varied Interpretations

CBS said some phases of the proposed rule are "susceptible of as many varying interpretations as there are persons to interpret it," and that "licensees whose interpretation is the more conservative" would be "penalized as compared with the licensees of less discretion."

The provision that "any other" recorded program (not having special time value) need not be identified but that no affirmative attempt may be made to create the impression of a live program, CBS charged, "aims in two opposite directions at the same time and . . . anyone who tries to follow its instruction arrives only at a point of confusion." Mere lack of an identifying announcement, the network said, gives the impression of a live broadcast, and the tendency to mislead would increase if a lengthy recorded program were devoted to a single artist or orchestra.

"In the absence of an announcement that the material is recorded," the network said, "the audience is much less apt to be misled . . . if the talent is not identified."

CBS said radio to date has led listeners to believe that a program is live unless it is announced as recorded, and that the rule in its proposed form would tend to "fool" the public and impair confidence in radio. However, CBS said, the provision "that the identifying announcement shall accurately describe the type of mechanical record used seems objectionable and unnecesary."

NBC Brief

NBC's brief, submitted by Charles F. Detmar Jr., Henry Ladner and Gustav B. Margraf, counsel, argued that American radio has been based fundamentally on live programming and that this should be encouraged in the rule. It said one possible solution "would be requirement of announcement of recorded programs as such where talent is identified," but that "there are other modifications which might as satisfactorily achieve the same result."

AFM, in a brief submitted by Joseph A. Padway, general counsel, and Henry Kaiser, said "it would . . . be a distinct advantage to licensees, who can purchase recorded music far less expensively than live music, wherever possible to leave the impression that live talent is being utilized." The broadcaster could accomplish this "by doing nothing" and "be completely within the letter and meaning of the regulation," the union said.

Charging that "extensive substitution" of recorded for live programs would result, AFM said "it would be grossly unfair to the many thousands of artists who have contributed so substantially to the establishment and success of the radio broadcasting industry thus to cut off their employment opportunities and it would be extremely inconsistent with the national policy of looking toward full employment, a policy which in the radio broadcasting industry the Commission has always espoused and encouraged."

Name Talent Use

The union said "licensees resorting to recorded musical programs will, naturally, use known talent that has already made its mark" and "there will be no immediate impulse to experiment with or encourage new talent and, in time, there will be a conspicuous dearth of that quality of programming which the public desires and deserves."

KFI's brief, filed by Louis G. Caldwell of the law firm of Kirkland, Fleming, Green, Martin & Ellis, asked for revision of the proposal "so as to preserve the requirement of an appropriate announcement where the recorded program includes talent which is identified," but said other changes might achieve the same result. Such a proposal, KFI said, is based on "the desirability of continuing to recognize the merits and advantages of live broadcasting . . . and the undesirability of opening the door to attempts to create the impression that a recorded program consists of live talent."

Proposed Disc Identification Rule

TEXT of FCC's proposed liberalization of the rule on identification of transcriptions, challenged by several broadcasters and the American Federation of Musicians last week as being too liberal (see story page 15):

§3.407 Mechanical records.—(a) No recorded program consisting of a speech, news events, news commentator, forum, panel discussion, special event, or any other recorded program in which the element of time is of special significance and a presentation of which would create, whether intentionally or otherwise, the impression or belief on the part of the radio audience that the event or program being broadcast is in fact occurring simultaneously with the broadcast, shall be broadcast without an appropriate announcement being made at the beginning and conclusion of the broadcast that it is a recorded program: Provided, however, Any recorded program of one minute duration or less need only be announced at the beginning. The identifying announcement shall accurately describe the type of mechanical record used.

(b) Any other program consisting of a mechanical record or series of mechanical records need not be announced as provided in subsection (a), but the licensee shall not attempt affirmatively to create the impression that the program being so broadcast consists of live talent.

Charles C. Savage

CHARLES COURTNEY SAVAGE, 56, onetime writer of daytime radio shows and during war Hollywood civilian consultant of Armed Forces Radio Service, died in Rome, following a heart attack on Aug. 23. He was in Italy doing research for National Catholic Welfare Conference.

La Cossitt on MBS

HENRY LA COSSITT, former editor of *Collier's* magazine, Sept. 3 starts new series of daily reports, *The Editor's Diary*, on MBS Mon. through Fri. 1-1:15 p. m. In presenting his daily commentary Mr. La Cossitt will discuss news of the day from an editorial standpoint, blending human interest stories and interviews with those who make the news.

Here's A Radio Sports Show That Scores The Year 'Round!

I.M.C. Radio Productions presents

"SPORTS STORIES THAT HAVE NEVER BEEN TOLD"

with BERT WILSON

130—5 MINUTE TRANSCRIBED SHOWS

The most compelling narrator who ever told a story over a mike . . . telling exciting sports tales of famous personalities in all walks of life.

Each packed with sure-fire entertainment . . . solid interest . . . appeal for all age groups. Inquire about this transcribed audience builder *now!*

For Another Smart Play . . .

Cultivate the football fans with All-Time *All-American* "Pudge" Heffelfinger's 1946 edition of "Football Facts"—a 48-page official football handbook with schedules, rules and vital statistics. Priced amazingly low, it's a natural for an advertising give-away!

FOR RATES, DETAILS AND SAMPLES

Write, Phone or Wire

Media Enterprises, Inc.

LONGACRE 5-0382

123 WEST 44TH STREET NEW YORK 18, N. Y.

Hon. Hal Davis
Kenyon & Eckhardt, Inc.
New York City

Dear Hal:

I'm plumb wore out this week gettin' things lined up for our daily broadcasts from the W. Va. State Fair. And then we had to move Elsie, the Borden Cow, down to the fairgrounds and set her up on the midway with a big display of pictures from the "County Fair" radio show. You ought to see Elsie, wigglin' her head and doin' just about everything except give milk. It's a sight for sore eyes to see the thousands of folks at the fair, crowdin' around to watch Elsie perform. Yes sir, I'm plumb tuckered out, but I reckon all this WCHS publicity will sell a lot of Borden products!

Yrs.
Algy

WCHS
Charleston, W. Va.

SERVING RICH 4th TEXAS' CITY

KGBS

Harlingen-"Hub of the Valley"

The Only CBS OUTLET FOR TEXAS' LOWER RIO GRANDE VALLEY

McHenry Tichenor, Pres.
Troy McDaniel, Mgr.

Nationally Represented by HOWARD H. WILSON COMPANY

Return of KOB

(*Continued from page 18*)

the FCC notified the regents that it doubted legality of the transaction.

The FCC set the KOB renewal application for hearing Oct. 1, 1935, it is stated, because of possible violation of the 1934 Act. The regents contended they lacked funds to operate the station and that it had been operated by the lessee four years at a loss of $97,000.

KOB's brief cites the basic ground and purposes of the Communications Act and points out that the licensee must exercise its own independent judgment to choose, select and schedule best available programs from standpoint of interest to listeners. The regents in demanding specified time on KOB failed to give the "slightest description" of proposed programs to be carried, the brief states.

KOB argues that the Board of Regents reversed its position, originally taken in lower court, in stating that KOB has the final decision as to what programs will best serve the public interest. The brief concedes that the Board of Regents has a contractual right to select time, but that it cannot demand specified time "in derogation of appellee's (KOB) contractual right and legal duty to exercise complete control over station operation, including unlimited supervision of programs."

KOB's brief concludes with the contention that the regents' demand violated the Communications Act and provisions of the license and also violated rules and regulations of the FCC governing contract relations.

'Television City' Grows 20 Min. From Manhattan

MORE than one million cubic feet of television studio space will be offered for rental to broadcasting networks, radio and telecasting stations, national advertisers, agencies, independent producers, theatrical companies and motion picture companies when renovation of the old Biograph Movie Studios in the Bronx, N. Y., is completed late next spring.

The proposed development will occupy an area of 1½ acres of land in the heart of the Bronx communication lines where the cross-Bronx speedway will be constructed. It will place this latest metropolitan "television city" within 20 minutes of mid-town Manhattan. According to plans outlined by the owners, Daly-Meibauer, New York, the present buildings will be altered to provide for two large studios complete with equipment and personnel to handle it. Company has tentative promise of the Bell System to have its coaxial cable go through the buildings.

WANNA BUY A DUCK? asked Frank Faulknor, assistant to H. Leslie Atlass, vice president and general manager of WBBM-CBS Chicago. Duck was given to Mr. Faulknor on his birthday, Aug. 20. In fact, everywhere Frank went that week he was besieged by ducks. Enroute to St. Louis he found two in his compartment; in his hotel room there were two more. The gag began when he previously gave a pair of white mice to John Ackerman, WBBM salesman, at a housewarming. The duck graced the Faulknor dining room table on Sunday—but Mr. Ackerman isn't saying what he did with the mice.

Moscow

(*Continued from page 18*)

general, said Program C would concentrate on great music, opera, full-length plays and drama, giving listeners the highest type of "long-hair" programs. He announced that a 120-kw transmitter at Doitwich, used during the war, would be the originating point for Program C, with local areas being served by low-power transmitters.

Last week Russia announced that a new powerful station called "Soviet Latvia" would begin operations shortly on 580 kc at Riga. BBC officials began an immediate investigation and indications from the Continent last week were that both Britain and Russia would remain adamant, placing their grievance before the Moscow telecommunications conference.

Under the Lucerne Agreement, the disputed channel was allocated to Latvia and Tunis, with a low-power transmitter operated in Riga. Germans destroyed the station, however, and when the Allied countries began expropriating Axis country frequencies during the war, Britain took over the 580 kc channel.

International shortwave broadcasting is due for a general airing at the Moscow conference, although no formal action will be taken. All of the Allied countries are using frequencies beyond their original allocations, the extra channels having been expropriated from Axis countries. The U. S., for instance, is allocated 18 first priority frequencies and 25 second priority frequencies under the Cairo Convention, but actually is using 56. Britain and Russia also are using more than their original allotment. Under the Cairo Convention 114 international shortwave frequencies were allocated.

Following is the tentative agenda for the Moscow conference, which will include representatives from the United Kingdom, France, China, USSR and U. S.:

Moscow Agenda

1. Meeting of frequency allocation experts in January 194[7] three months before general sessions of World Telecommunications Conference, to (a) begin revision of frequency allocation table portion of Article 7, General Radio Regulations of Cairo, and (b) prepare plan for committee to be appointed by full conference to prepare new list to replace present international frequency list.

2. Full conference. Revision of Madrid Convention and all annexed regulations (Cairo Revision), including following important requirements: (a) Strengthening the International Telecommunications Union by creating an administration council, a frequency registration board, and other boards and committees; (b) mechanism for coordination with other international organizations in related fields; (c) strengthening the regulations affecting frequency allocation through improved tolerances, etc. (d) providing for bringing a frequency registration board, the frequency allocation table and such other regulations as may be desired into effect as soon as possible.

3. Meetings which may be held as result of the conference: (a) Committee to prepare new official international frequency list; (b) conference on high-frequency broadcasting.

4. Relationship of ITU with United Nations.

The United Nations has announced a conference for Geneva in late October or November on the relationship of the ITU to the UN. At that conference it is expected that definite proposals to be considered at the World Telecommunications Conference next spring will be drafted.

Wood Becomes Partner In Products Institute

EDWARD W. WOOD JR., formerly with the M. H. Hackett Co. and before that general sales manager of MBS, last week became a partner and vice president in charge of sales of the American Institute of Food and Home Products.

Coincidentally it was announced that a new institute program would be heard on WGN Chicago beginning Sept. 16, as a half-hour show transcribed Mondays through Fridays and featuring Dr. Walter H. Eddy, president of the Institute, and Tiny Ruffner and Ella Mason. The program has already acquired 11 participating advertisers.

The Institute has opened a Chicago office at 30 W. Washington St., with Lovick Draper, formerly of Sorenson Co., Chicago, as manager.

Canada Radio Legislation Still Pends

CBC Fund Is Assured; Opposition Backs Private Rights

By JAMES MONTAGNES

FATE OF NEW legislation on Canadian broadcasting to embody recommendations of the Parliamentary Radio Committee [BROADCASTING, Aug. 26] was undecided as BROADCASTING went to press. But irrespective of whether new legislation would be passed or not before Canada's Parliament recessed on Aug. 31 or within the next few days, Canadian Broadcasting Corp. was assured funds in supplementary estimates to take care of its expansion program.

Heated debate in the House of Commons at Ottawa took place during second reading of the new Canada Radio Act. The opposition Progressive-Conservative and Social Credit members took up where their colleagues on the Parliamentary Radio Committee had left off in fighting more monopolistic privileges for the CBC. The PC and SC members stated plainly that the recommendations of the Radio Committee were by no means unanimous on all counts, that the representatives of these parties on the committee had not concurred with the recommendations of the majority Liberals and Cooperative Commonwealth Federation members.

Main points of debate were seizure of clear channels of CKY Winnipeg 990 kc, CFRB Toronto 860 kc, and CFCN Calgary 1010 kc, for new CBC 50 kw stations; plans to give CBC another $500,000 annual revenue through paying collection and administration expenses of annual listener license fee from general treasury instead of from license fee collections; giving CBC a blank check for expansion financing through eliminating present $500,000 borrowing limit for CBC.

Hansell Plan

Current legislation placing all networks in CBC hands was attacked from a number of standpoints, including that of giving the government two alternate networks to air its opinions. Rev. E. G. Hansell (SC, MacLeod) a committee member, advocated setting aside nine frequencies for use of the nine Canadian provinces, so that the provinces could form their own network to consider national problems and as a competing network to that of the CBC. The stations would be owned by the provinces, operated by them or by private interests as desired.

Donald Fleming (PC, Toronto-Eglington) attacked failure of the present government policy to afford any security to private stations while at the same time it placed on the private stations the responsibility for developing better broadcasting and better programs. Under the one year licenses issued there was no security of tenure and he urged immediate action to provide such security subject to the good behavior of the stations and proper safeguards in the public interest. He stated that whatever confidence private stations might have had in their tenure of frequency was greatly shaken by the manner in which the CBC decided to take over the three clear channels held by private stations. He pointed out that in seizing the frequencies the interests of listeners were not taken into consideration, for stations in the three frequencies were most popular in their areas.

Other opposition speakers pointed out that while they favored a national system, they were alarmed at the growing monopoly of the CBC; that the new legislation was carrying out the recommendations of the CBC board of governors as presented to the Parliamentary Radio Committee, without taking into consideration in any way the presentations of the private stations before the Committee; that there were definite tendencies that the right of free speech was being curtailed; that all members of the CBC board of governors and top management should be removable for cause, without a recommendation coming from the CBC board of governors; that the suggestion of the private broadcasting stations through the Canadian Association of Broadcasters for an impartial Appeal Board should be considered in the legislation.

CBC Control

Even a number of government party members felt that the CBC already had far more control and authority than was visualized when it was first set up in 1936; that CBC was high-handed in its request for all the listener license fee money, leaving collection and administration expenses to the general treasury, "thus actually increasing the license fee in a subtle way."

On the private station issue, John Diefenbaker (PC, Lake Centre) stated that private stations should have a right to appeal from the CBC board of governors' decisions, and that unless an appeal board is established "a paralyzing blow will be struck by Parliament at freedom of the air, or at least at what is known as fairness on the air. If the CBC continues to be uncontrolled, private stations in Canada will become vassals, permitted to survive only at the sufferance of the overlord." He also demanded that the CBC should at once put an end to giving the *Toronto Daily Star* two free newscast periods daily when the CBC pays out $95,000 a year for news services. Free newscast time for this daily paper is estimated at $42,000 a year, it was pointed out. (*Toronto Daily Star* is nominally independent, but strongly Liberal-CCF in its views.)

CCF Leader J. M. Coldwell, strong advocate for divorcing newspaper ownership of radio stations, stated that if newspapers could own radio stations, then provincial governments should also be allowed to have radio station licenses.

CPA Ban

(*Continued from page 20*)

was the case before issuance of the order.

In yielding to pressure for more housing, Mr. Small indicated concern over effect of the order on reconversion. Mr. Wyatt has been exerting pressure on behalf of veterans' housing, bringing the cutbacks in commercial and industrial construction. Mr. Small has recognized the need for housing but has taken an overall position in allocating construction permits on the ground that excessive slashing of nonhousing projects would upset the reconversion program and have an adverse effect on employment.

Even before the new cut had been issued, CPA district offices had stepped up its pace in turning down non-housing applications for building permits. In the week ended Aug. 15 dollar value of denials, $72,096,863, was more than double the approvals, which totaled $32,951,919. Total denials since the CPA ban went into effect five months ago amount to $1,157,682,000 covering 27,714 projects as against approval of 45,188 projects valued at $1,773,900,000.

Of cases appealed to the CPA Facilities Review Committee in Washington, 2,829 valued at $290,359,000, have been denied, with 425 valued at $368,642,000 granted.

Small Market Station Analysis Is Completed

NAB Small Market Stations Division has completed the second in a series of small market station analyses, one of a series conducted by Arthur C. Stringer, director of special services, to provide detailed information on station operation. The study deals with a 250 w fulltime NBC station located in a midwestern city of 10,000 to 13,000 population.

With net volume of $29,000 in national spot in 1945, the station enjoyed income of $12,000 from sale of time to the network, according to NAB. The study has been sent to small market stations (under 5000 w in cities of 50,000 or less) but is available at NAB to others upon request.

KVI Tacoma, Wash., which until 1941 had maintained duplicate studios in Seattle's Olympic Hotel, is again opening duplicate facilities in that city, to be located in Camlin Hotel.

Just What IS the East Bay?

Some people call it "Metropolitan Oakland" because Oakland is the largest of the 10 contiguous cities which lie on the east side of San Francisco Bay. The East Bay cities have a combined population of more than 700,000—almost as large as San Francisco. It is this East Bay area in which KROW leads all local stations—and even leads the San San Francisco network stations on summer nights!

KROW
960 Kilocycles
RADIO CENTER BLDG., OAKLAND 12, CALIF.
National Representatives
Radio Advertising Company

BALTIMORE'S *Listening Habit*
WCBM
MUTUAL BROADCASTING SYSTEM
John Elmer, Pres.
George H. Roeder, Gen'l Mgr.
FREE & PETERS, Inc., Exclusive Nat'l Rep.

WSLI
JACKSON
MISSISSIPPI

FIRST

radio station in Mississippi to be granted 5000 watts day and night —WSLI again offers you more for less. Watch for the announcement of our new operating schedule on 930 K.C.

WSLI—the "Double-Return" station—offers you maximum coverage of the South-Central market at less cost.

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

..Profits UP

WTAR gives you more customers in the NORFOLK METROPOLITAN MARKET than all other stations combined

Let us tell you more about it—

WTAR

NORFOLK, VIRGINIA

KOIN

It takes an informed community to do a community job.

PORTLAND, OREGON

CBS Affiliate

LEWIS H. AVERY, Inc., Nat'l. Rep.

By actual survey

TORONTO'S MOST LISTENED-TO STATION

DIAL 580

CKEY

BMB

(*Continued from page 20*)

2. Memory value of what is tabulated:
   Hooper: Any identifying factor, program, artist, station, as heard *now*.
   CAB: Same credited factors, but as remembered later instead of as heard now.
   BMB: Call letters only, not an entertainment feature, remembered for all the members of the family by respondent.
3. Relation of tabulated statistics to what is measured:
   Hooper: Only one rating credit per call to a verified program, actually being broadcast at time the question is answered.
   CAB: Several programs may be credited by listener's recollection.
   BMB: Unlimited number of station votes listed by respondent for all the family; each mention counts the same, whether one or twenty are recalled, although statistical significance is about inversely proportionate to length of list.
4. Method of verifying accuracy of respondent:
   Hooper: Program mentioned must be on while listener answers.
   BMB: No program verification required or asked for, simply, list call letters heard "AT ANY TIME."
5. Relation of actual use to fact tabulated:
   Hooper: Direct unequivocal relationship; only one credit per call.
   CAB: Program credits may be slightly inflated by recalling a program not actually listened to.
   BMB: No relationship whatever; any call letter remembered by respondent or by him for any member of his family is credited equally, whether heard once "AT ANY TIME" this year or last, or turned in for hours daily during the current week. No restriction is placed on amount of use, clearness of reception, regular availability, or any factor bearing on the credited station's usefulness to the advertiser.

On every count, BMB has a much greater source of latitude than CAB's losing technique. Perhaps accuracy of basic information and a definite significance to the tabulated result is not too important to the buyer of radio facilities just now but when FM, television, facsimile and the phonograph attachment make their full inroads on present radio audiences, the buyer will demand an accurate and unequivocal technique.

The effect of these latitudes in BMB questioning and the ambiguity in the significance of the tabulations is reflected in any attempt to attach a precise meaning to the resultant figures. BMB defines them as the "over-all audience," which I take to mean the sum of all peak audiences ever attained by a station. If that were the finding, an area served in commercial proportions should show about 100% response because I doubt the advertiser would want to pay for coverage where there is an appreciable number of homes where no member of the family had at any time tuned in the station. Obviously, the statistics will depart an undetermined amount from the "over-all" audience.

If station A is mentioned in BMB reports by 22% of the audience in a county and station B by 44%, just what does station B have twice as much of as station A? Good service to an area of twice the population of A? Twice as much sampling by the same population? Twice as good programs? Twice as effective plugging of call letters? Call letters twice as easily remembered? Twice as many listeners to peak programs? Twice as many listeners to average programs? One extraordinarily outstanding program that twice as many people sampled listened to as listen regularly to station A, which has no outstanding program?

Editing Dangerous

Do all of A's listeners also listen to B, or is it a different audience in the same area of the county? Or is each station's audience in a different part of the county? Does station B have better coverage than station A? Is B worth twice as much to the advertiser as A so far as that county is concerned? Does B have twice the listener-hour following that A has? I could go on almost indefinitely with such questions, but the main point I want to make is that the only precise thing about the BMB result is the figure published, not its meaning or significance.

BMB obviously recognizes that its loose unverified memory technique will result in some questionable returns. According to its published literature, it will "review call letters for overall reasonableness." Under the heading "Editing the Returns," BMB's statement says: "Ballots containing more serious omissions are withdrawn and a transcript of the ballot, as furnished by the respondent, is returned to the original family with a form letter request for additional information." BMB also says: "Occasional omissions of a station frequency check" (whatever that means) "are usually obvious as to intent" (from content and voluntary comments) . . . "and the answers can frequently be completed by an experienced editor."

I refrain from defining this either as a scientific procedure or as an expedient to satisfy the paying customers because the inherent technical weakness of the whole survey procedure imposes this "editing" as an unavoidable necessity. If every call letter every listener and his family ever heard at any time were to be tabulated in the BMB results, it would certainly shake the faith of buyers in the whole project and wholly defeat any useful purpose which the survey may serve. Whether the check and editing of returns improves the validity of the finding or distorts it depends on how these editing prerogatives are used; certainly they *could* be used to prevent the publication of figures showing up the technical weaknesses of the research method used and to add any call letters to the respondents' lists which an allocation check indicates ought to be there in the opinion of BMB.

Churchill Able

Tabulating results is an exact science but editing them is an art. BMB is to be congratulated in having able John Churchill, who is both an artist and a scientist par excellence in charge of its research operations. It insures that the first BMB survey will be as accurate and as valid a finding as can be produced from the evidence submitted by respondents. But, if any appreciable number of the paying customers find the published results hinder rather than help their selling efforts, Mr. Churchill is likely to become acquainted with some of the difficulties of joint-industry management, the resistance to improvements in technique which such management imposes and the skillful politics of the injured who footed the bill. These considerations dim any hope that Hugh Beville's all-industry research bureau will develop from BMB.

And finally, should a privately operated agency appear, using a better and more accurate technique, involving no reliance on memory, tabulating a result which cannot be argued with, supported by a flexible and aggressive business organization meriting support from all branches of the industry, the parallel between CAB and BMB would be complete.

Own Daughter

HOLLIS WRIGHT, announcer of WRC Washington, had the harrowing experience of broadcasting a news item about an accident involving a school station wagon in which his daughter, Jessica, was riding. The station wagon overturned, but Jessica was unharmed, Mr. Wright learned over the telephone after finishing his broadcast.

Gifts to Blind

WMT Cedar Rapids, Iowa, is offering new Braille typewriters free to all blind veterans in eastern Iowa. Station already has distributed two of the machines to blind ex-servicemen.

FCC Rules

(Continued from page 17)

the absence of objections, shall be adopted by FCC as final.

3. Matters of policy, substantive rules, and other matters adopted "for the guidance of the public" must be published in the *Federal Register*.

4. FCC actions are given a broader scope for review by the courts.

In view of the Act's requirement that rules and also descriptions of the organization, statements of agency functions, methods, and procedures must be published in the *Federal Register*, the Commission's new rules, approximately 150 pages in length, will themselves be so published.

Questions Welcomed

FCC's announcement that at Tuesday's seminar "questions and suggestions for future amendments to the rules will be welcome," indicated that changes are anticipated for some of the provisions before or soon after they become operative. Since the rules are actually the tools with which attorneys must work in matters before the Commission, it was thought there undoubtedly would be requests for changes.

Rules must go into detail on FCC organization, practice and procedure in all matters in which the Commission has jurisdiction. Existing rules, as the new ones must also do, deal with such matters as administration (offices, hours, authentication of documents, inspection of records, suspension and amendment of rules, etc.); personal appearances; definition of parties (applicant, intervenor, complainant, etc.); applications and amendments; amendments to pleadings, time for filing, dispositions, etc.; petitions and complaints; service of documents; subpenas; hearings (formal and informal); continuances and extensions; order of procedure; evidence; motions docket; conduct of hearings, rehearings, etc.

Text of the public notice announcing adoption of the new rules:

The Commission on August 27, 1946, adopted for release on September 4, 1946, a new Part 1 of the Rules and Regulations relating to Organization and Practice and Procedure. Because of the important nature of the rules and the length of the new Part 1 (approximately 150 pages) copies of the new rules are being made available Thursday, August 29, 1946, at 3:00 p.m. in advance of release, to the press and members of the bar for their study. In addition, a seminar will be held by the Commission in cooperation with the Committee on Practice and Procedure of the Federal Communications Bar Association at 2:30 p.m. on September 3, 1946, in Room 6121, New Post Office Building, for the purpose of discussing the new rules. The discussion will be conducted by Assistant General Counsel Harry M. Plotkin who will discuss the background of the rules and explain the changes that have been made. Questions and suggestions for future amendments to the rules will be welcome. Members of the press and bar are invited.

Miller Returns to Washington; NAB Seen 'Out' on USSR Meet

JUSTIN MILLER, president of NAB, returns to Washington headquarters Sept. 3 after spending the summer in West Coast and mountain areas, with headquarters at the NAB offices in Los Angeles. He spent the last two weeks of August taking a vacation at his Pacific Palisades home in Los Angeles.

President Miller's summer schedule included a series of addresses before luncheon clubs and other organizations, along with attendance at several broadcast meetings. In early August he presided at the NAB board meeting held at Estes Park, Col. He contacted broadcast groups to inform them of developments in connection with the FCC Blue Book, issued in March after district meetings had been held in many western areas.

In Closer Touch

In charge at association headquarters has been A. D. Willard Jr., executive vice president. The summer's activity has served to bring western stations in closer touch with NAB headquarters officials. With the Los Angeles NAB office now in charge of an assistant to the president, Robert C. Coleson, members in the West now have quick contact with the association.

President Miller plans to stay at Washington headquarters most of the time prior to the Chicago convention Oct. 21-24. Facing him will be a number of problems that have arisen in the last fortnight, along with such perennial issues as AFM negotiations, employe relations, FCC Blue Book developments and transfer of national headquarters to the newly acquired site just across N St. in Northwest Washington.

Tentative plans for remodeling of the building, from which the Canadian Embassy is moving equipment, call for early completion of fourth floor remodeling and decorating. This floor will contain offices of the president and executive vice president as well as legal staff.

Decision must be reached on proposed representation of NAB at the Moscow telecommunications conference Sept. 28. With broadcast interests not seriously involved in the proceedings, and with FCC protecting frequency allocations, NAB officials believe that industry representation is not necessary. Moreover Russia has not indicated that it will accept observers from private industry because of the housing shortage.

Industry participation in National Radio Week, planned on a more elaborate basis than observance of last year, awaits appointment of a committee by President Miller. Radio Manufacturers Assn., sponsoring the week, has named committees and is ready to proceed as soon as NAB's representatives are named.

Plans for the October convention are moving forward rapidly with return of C. E. Arney Jr., secretary-treasurer, to headquarters. With perhaps 2,000 expected to attend, convention details are especially involved this year. Mr. Arney will set up convention offices in Chicago about Sept. 20 and complete arrangements on the scene.

Hotel Problems

With exhibitors planning to display more and heavier equipment, hotel facilities involve difficult problems. The Palmer House exhibition room on the fourth floor will be used just before the NAB session by the eye, ear, nose and throat equipment makers. As soon as NAB's convention is over, the annual Shoe Fair will be set up in the room. All three groups require different types of booths, a construction problem that harrasses the hotel because of time and labor shortage.

Formation of the new program department authorized by the board will occupy Messrs. Miller and Willard this week. Several nominees for the directorship have been considered but post is still open.

Richard P. Doherty, named Aug. 16 as director of the Employe-Employer Relations Dept. [BROADCASTING, Aug. 19], will assume his duties Sept. 9. Department has completed first of a series of analyses of station-union contracts. It covers provision of the standard IBEW contract. Others will deal with AFRA, AFM, NABET and other unions.

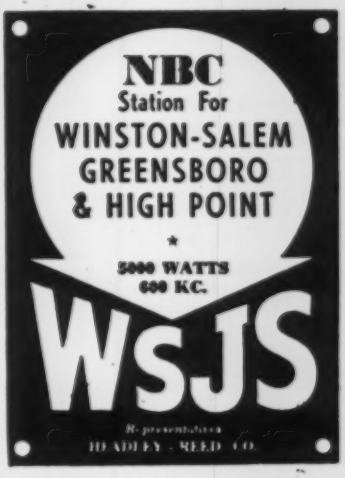
Stewart-Warner Shows Second Quarter Gain

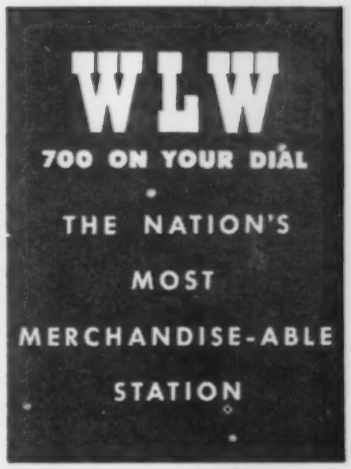
SECOND quarter earnings of $550,822 offset a first quarter loss of $142,110 due to reconversion costs, and enabled the Stewart-Warner Corp., Chicago, to report a balance of $408,000, James S. Knowlson, president and board chairman, reported Tuesday to stock holders. The unaudited statement and balance sheet, subject to year-end adjustments, indicated earnings of 32 cents per share of capital stock.

Mr. Knowlson said total sales or profits compare unfavorably with the same six months in 1945 because of the change over to peace time production. Sales for the six months ended June 30, were $23,508,116, within $6,000,000 of total sales for 1940.

Carroll Resigns

CARROLL CARROLL, editorial supervisor, after 13 years has resigned from J. Walter Thompson Co., Hollywood.





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WE'D like to move with you. Please tell us three weeks in advance your new address. You'll not miss an issue of . . . . .
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TRY IT AND SPOT THE DIFFERENCE
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- Soccer Tips
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WHN 50,000 WATTS NEW YORK Rep. by RAMBEAU

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AFRA SELECTS N. Y. FOR 1947 SESSION

DISCLOSING membership of more than 24,000 employed at 124 stations in 35 cities, AFRA concluded its eighth annual convention in Hollywood on August 25 and announced New York as site of next year's conclave.

Ken Carpenter, Hollywood announcer, was elected national president of AFRA with Virginia Payne as first vice president. Lu Tubin, San Francisco; Frank Sinatra, Hollywood; Minerva Pious and Clayton Collier, New York, were also made vice presidents. Bill Metzger, Cincinnati, is recording secretary and Ben Grauer, New York, treasurer.

Union voted to notify networks and transcription firms as of Sept. 1 of intention to seek re-negotiation of pacts affecting AFRA talent. Current contracts expire Nov. 1. Aside from 35% pay hike planned, union also expected to seek parity of payment for western regional broadcasts with New York.

AFRA with support of convention aims to seek jurisdiction over television in collaboration with Equity, AGVA and SAG. Scales covering acting used on records will be set as well as being organized.

Expected plan for public relations setup received consideration but no action.

AFRA Negotiates

LEADERS of American Federation of Radio Artists and network officials are scheduled to meet in New York on Oct. 2 to negotiate a new AFRA contract. The current contract ends on Oct. 31.

ASCAP Meeting

WITH Deems Taylor and John Gregg Paine, national president and general manager, respectively, participating in deliberations, annual business meeting of ASCAP West Coast membership will be held in Hollywood on Sept. 9. Other national officers are also to attend. Business sessions will be followed by banquet and entertainment at Earl Carroll's Theatre Restaurant, according to Larry Shea, western division manager.

Protest to NBC

SECOND demonstration protesting NBC's alleged illegal discharge of Veteran Richard Niederstein took place Thursday, Aug. 29 in front of NBC's New York offices during the lunch hour. A picket line was organized by the Veterans Committee of the New York Regional Council, United Office and Professional Workers of America (CIO) in behalf of the Radio Guild. The union said demonstrations would continue until Mr. Niederstein is reinstated. UOPWA filed charges of unfair labor practices against NBC following Mr. Niederstein's dismissal [BROADCASTING, July 22, Aug. 5].

MANAGEMENT COMMITTEE of the Nunn group of radio stations which held its semi-annual meeting at Fontana Village in the Smoky Mountains, 60 miles west of Knoxville: Seated (l to r), J. L. Nunn, chairman of the board; G. D. Bowie, secretary; Sanford Helt, chief engineer; J. E. Willis, assistant general manager; Gilmore N. Nunn, president and general manager. Standing, Joe Matthews, manager WCMI Ashland, Ky.-Huntington, W. Va.; Archie Grinalds, manager WMOB Mobile, Ala.; Miller Welch, manager, WLAP Lexington, Ky.; Howard Roberson, manager, KFDA Amarillo, Tex.; John P. Harr manager, WBIR Knoxville, Tenn.; John G. Ballard, promotion an national sales.

Maddy Objects to Woll as Prosecutor In Lea Act Case Against Petrillo

DR. JOSEPH E. MADDY, director of the National Music Camp at Interlochen, Mich., has demanded that J. Albert Woll, U. S. District Attorney for the Northern District of Illinois, be replaced as Government prosecutor in the case against James Caesar Petrillo, charged with violating the Lea Act.

In a telegram last week to Attorney General Tom C. Clark, Dr. Maddy said: "It seems odd that the Federal Government in prosecuting James C. Petrillo should choose for its representative the son of a vice president of the American Federation of Labor when the person being prosecuted is also a vice president of the AFL."

Dr. Maddy, who was expelled from the AFM after a controversy with the musicians' chief, said his request was "no reflection on the personal integrity of Mr. Woll, but in all fairness to the American public which demands justice in trials, and on behalf of the school children who have fought four years for enactment of the Lea Bill, I request the removal of J. Albert Woll as Petrillo's prosecutor and the substitution of an impartial prosecutor without AFL connections."

Mr. Petrillo's Chicago office said Dr. Maddy was in error about the music czar being a vice president of the AFL. Joseph N. Weber, former AFM president whom Petrillo succeeded, is the musicians' vice president on AFL.

Dr. Maddy told BROADCASTING last week that he had received no reply from the Attorney General. Mr. Clark has been away from his Washington office. James McInerny, an assistant attorney general who has handled the Petrillo case in Washington, was vacationing.

It was learned, however, that Attorney General Clark advised Rep. Clarence F. Lea (D-Calif.), author of the act bearing his name and chairman of the House Interstate & Foreign Commerce Committee, that when the case reaches hearing stage a special assistant attorney general would be assigned to represent the Government. All paper work—filing of briefs, etc.—is being done in the Washington office of the Dept. of Justice, with Mr. Woll's office handling the actual filing in the Chicago court. The Government has until Sept. 15 to answer a 90-page brief filed Aug. 15 by Joseph A. Padway, counsel for Petrillo.

Stagehands Get Raise

ON BEHALF of radio theatre stagehands, the International Alliance of Theatrical Stage Employes (AFL) has signed a three-year contract with the four networks effective Sept. 1. The new contract guarantees the stagehands $112.70 per week. The terms include a 5½% increase after one year and a half.

Hutchins Expands

HUTCHINS ADV., which handles the Philco Corp. account, will open a branch radio production office in Hollywood in September. Hendrik Booraem has been appointed general manager of the Hollywood office. In that capacity he will supervise the Philco programs, Bing Crosby and Burl Ives, as well as other radio programs for Hutchins. Philco Corp., Philadelphia, signed Burl Ives for a recorded quarter-hour program with some live shows to start sometime in October after Bing Crosby show begins. Neither the network nor the time has been decided upon, but it is known that the show will not be heard on Wednesday night when the Crosby show will be aired.

FCC Probes Paulist 'Charges' In WNEW License Renewal

HEARING on WNEW New York's renewal and 50-kw applications was adjourned indefinitely last week to allow FCC to examine depositions of the Missionary Society of St. Paul the Apostle, which formerly sought WNEW's facilities, and to make an independent investigation if it considers one necessary.

As the hearing resumed Thursday morning to take technical testimony of the application to increase from 10 to 50 kw on 1130 kc, Commission Counsel John E. McCoy announced he would ask for a 30-day adjournment so the FCC staff might study "charges inferred" by the Paulist Fathers regarding acquisition by Arde Bulova, WNEW majority stockholder, of control of nine stations in the period from 1936-1941. The charges have never been definitely stated, Mr. McCoy asserted.

Hearing Adjourned

FCC Examiner J. Fred Johnson Jr. ruled at completion of engineering testimony that the hearing would be adjourned indefinitely to permit a study and investigation, after which the docket will be closed or further hearings will be called if additional testimony then seems advisable.

William C. Fitts Jr. of New York, counsel for WNEW, said he would not object to an adjournment, would welcome such investigation as FCC cared to make and had offered to make available to the Commission all pertinent data in his possession.

Mr. McCoy, in his request for postponement, said it would permit the Paulist Fathers to comply with subpenas issued for certain exhibits and depositions after the Paulists withdrew their application for the WNEW facilities [BROADCASTING, Aug. 12]. He pointed out that he had been assigned to the hearings after they got under way and that the Commission staff had made no separate investigation because they thought the Paulists Fathers, if they made charges, would introduce supporting evidence.

Mr. Bulova now controls WNEW and WOV, but must dispose of one under the duopoly rule. He testified in the WNEW hearing early this month that arrangements were being made for sale of WOV, but no application has yet been filed. Pending in U. S. Court of Appeals, 2nd District, Brooklyn, is an appeal of Murray and Meyer Mester, Brooklyn oil merchants, from an FCC decision denying their application to buy WOV.

Gross Confers Here, Departs for Havana

GERALD C. GROSS, deputy director of the International Telecommunications Union, Berne, Switzerland, who has been in Washington the past fortnight, left late last week for Havana to consult with the Inter-America Radio Office. He plans to return to Washington early this week before returning to Berne.

Mr. Gross has been attending the Provisional International Civil Aviation Organization conference in the capital and conferring with Francis Colt deWolf, chief, and Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept., on the forthcoming five-power telecommunications conference in Moscow beginning Sept. 28 (see story page 18). Mr. Gross formerly was FCC assistant chief engineer in charge of the Broadcast Division. He took a leave of absence in January 1943 to enter the Navy. Following his discharge as lieutenant commander he was named to the ITU post in April 1945.

VETERANS, WIDOW ASK TEXAS PERMIT

ONE of the partners in Concho Valley Broadcasting Co., applicant for a station at San Angelo, Tex., is Mrs. Virginia Ede Carswell, widow of a Congressional Medal of Honor winner.

Mrs. Carswell

The new firm seeks the 1400 kc, 250 w facilities which will be vacated when KGKL San Angelo moves to 960 kc and 5 kw power. Other partners are L. B. Horton Jr., who saw four years' service with Texas 36th Division; Walter E. Yaggy, and L. B. Horton Sr., all of San Angelo. Mr. Yaggy, a pilot in World War I, is former manager of the San Angelo Chamber of Commerce. With Mr. Horton Sr. he is in the real estate, insurance and loan business. Mr. Horton Jr. and Mrs. Carswell will be active managers of the station.

Mrs. Carswell's husband, the late Maj. Horace Carswell, a B-24 pilot under Maj. Gen. Claire Chennault, made direct hits on a Japanese cruiser and destroyer. He was later killed trying to land a disabled plane in the hope of saving its co-pilot who was wounded and unable to bail out. Both Army and Navy recommended him for the medal.

Gains Full Account

COMPLETE national advertising operation for all products manufactured by Louis Milani Foods, Chicago, has been acquired by Ward & Futterman, Chicago. Agency previously handled majority of Milani product advertising.

NAB Starts Study Of Dealer Co-ops

Questionnaire Is Mailed To Manufacturers

SURVEY of manufacturers' use of radio advertising on a dealer-cooperative basis has been started by the NAB Dept. of Broadcast Advertising and Research Dept. Questionnaire is being mailed to a list of manufacturers, asking them to describe their dealer-cooperative plans and policies.

Through the survey NAB hopes to obtain a comprehensive picture of the methods used by manufacturers in contacting dealers and recompensing them for use of time, with percentage of cost borne by each. The material will be incorporated in a booklet.

Last such survey was conducted by NAB in 1942, at which time 122 member stations answered a questionnaire. More representative return is anticipated from questioning manufacturers. Studies were not conducted during the war years, with the result that present material is out of date.

The survey was approved at the June Sales Managers Executive Committee session in Washington, and also was approved by the NAB 15th District at Monterey early this month. The district requested NAB to "make every effort to obtain equal recognition for radio with other media on dealer-cooperative advertising."

NAB INVESTIGATES PER INQUIRY OFFERS

TWO contingent or per inquiry offers by prospective magazine sponsors are being investigated by the NAB Dept. of Broadcast Advertising. Acceptance of such business is contrary to terms of a resolution adopted at the 1942 NAB convention.

Catholic Digest, 41 Eighth St., St. Paul, edited by Rev. Paul Bussard, is said to have offered stations a proposition based on subscription revenue received from use of a series of weekly quarter-hour transcriptions based on material out of the magazine's articles. According to the magazine's offer, its "one reason for using radio is to increase circulation through the presentation of an interesting, informative and entertaining broadcast." The disc series would start Sept. 29. The magazine claims a circulation of 300,000.

Another magazine, *Shotgun News*, is reported by NAB to have offered commercial continuities to stations on a contingent basis. Stations would get half of the subscription revenue taken in as a result of time devoted to the magazine. A new monthly, *Shotgun News* gives a free classified each month to subscribers.

The 1,902,591 listeners of WLAW . . . these are the New England folks who should hear your sales story. Realizing a spendable income of $2,198,419,800, they can bring profits your way!

5000 WATTS 680 Kc.

50,000 WATTS . . . SOON!!

Basic Station

American Broadcasting Co.

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

DEADLINE

October 1 . . .
BROADCASTING
NAB-October 21
CONVENTION
ISSUE

BROADCASTING'S biggest-of-all and most important Convention issue to date will be published October 21.

Timely articles, written by recognized authorities in broadcasting and business fields regarding AM, FM, Television and Facsimile, will reflect problems and progress made by broadcasting during the first post-war reconversion year. This issue, concerned with all phases of all radio—AM, FM, Television and Facsimile—will be kept as reference text by broadcasters, agencies, advertisers and manufacturers.

Tell your story to the top men in broadcasting and business fields. Guaranteed 12,500 circulation with additional 2000 issues distributed at Convention. Regular rates and sizes prevail. Write, wire or call . . .

BROADCASTING
NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

CBS, KQW Owners Seek Re-Hearing

Petitioners Charge FCC Ignored 20 Facts In Its Denial

CHARGING that FCC's denial of the $950,000 sale of KQW San Francisco to CBS was "unjust, unwarranted, erroneous, arbitrary and capricious," the network and the Brunton brothers, owners of KQW, petitioned last week for rehearing and grant.

Moving toward an appeal to the courts in event FCC denies the petition, the owners and proposed buyers claimed the denial was based on "irrelevant and improper standards and factors not fixed or prescribed by the Communications Act," violates transfer rules prescribed by the Act, and is at variance with FCC's regulations governing network ownership of stations.

If the decision is within the scope of FCC authority, the petition asserted, then (1) the Communications Act in this respect is unconstitutional "because it delegates legislative power to the Commission without adequate legislative standards"; (2) the decision abridges freedom of speech and press "in violation of the rights of the petitioners," and (3) "deprives petitioners. . . of their liberty and property without due process of law. . ."

The petition attacked particularly FCC's finding that present ownership of six 50-kw clear channel stations and one 5-kw regional by CBS constitutes a concentration of control that should not be extended. Such a statement, it was claimed, "is not a proper finding of fact, is not supported by the evidence, is an unsupported conclusion and creates a standard or factor for consideration on these applications not prescribed by and in violation of the Commission's rules and regulations beyond its statutory powers."

The record should be re-opened, the petition declared, to consider FM and television prospects and the fact that CBS stockholders' interests in WCAU Philadelphia would be sold in the proposed transfer of WCAU to the *Philadelphia Record* [BROADCASTING, May 13]. Such facts "are important because they demonstrate that Columbia's acquisition of an eighth station . . . could not possibly constitute" an undesirable concentration of control, the petition contended.

Licenses and regular and conditional construction permits for more than 726 FM stations had been issued as of Aug. 1 and FCC has estimated there will be 3,000 FM and 200-300 television stations in the U. S. within a few years, it was pointed out. By acquiring KQW, the petition argued, CBS would own less than 1% of all U. S. AM stations and the aggregate power of its owned stations would be less than 10% of the aggregate power of the U. S. total. If FM grants and later AM authorizations were counted, the percentages "would be further diluted."

The petition listed 20 "facts and factors" which it maintained the Commission should have found and considered but didn't, including:

(1) That Columbia's interest in WAPI Birmingham is limited to ownership of voting trust agreements and has nothing to do with programming policy; (2) that CBS has no relationship with WCAU except "the arm's length relationship of affiliation"; (3) affiliated stations carry fewer CBS sustaining programs than owned stations, and San Francisco Bay Area listeners would get "many more outstanding programs" if KQW were owned by CBS; (4) that in the past CBS operated eight AM stations "outstandingly in the public interest" and that FCC's requirement that it dispose of WBT Charlotte under Rules Sec. 3.106 "adversely affected" the economic stability of its network operations; (5) that CBS ownership of KQW is required as a reserve source for financing network sustaining programs; (6) other networks own San Francisco outlets and CBS needs an outlet and also an originating point there; (7) a CBS owned station in San Francisco would promote competition, would not bottle up the best facilities in the area, and would not discourage the creation and growth of new networks; (8) transfer of KQW to Columbia "would be in the public interest and should be approved."

The petition, filed Monday, was signed by Charles E. Thompson, Washington counsel for the KQW owners (Sherwood B., Mott O., and Ralph R. Brunton and C. L. McCarthy) and licensee (Pacific Agricultural Foundation), and by Julius F. Brauner, counsel for CBS. FCC's final decision denying the sale was announced Aug. 6 [BROADCASTING, Aug. 12].

CBS Postponement

BECAUSE of theater commitments the starting date of CBS *The Hildegarde Show* will be postponed one week to Oct. 6. Meanwhile, *Corliss Archer* will be extended for week. Show is sponsored by Campbell Soup Co., Philadelphia, Sun. 9-9:30 p. m. on CBS through Ward Wheelock Co., New York.

Rowell Quits FCC To Join Law Firm

Will Specialize in Radio And Communications

RUSSELL ROWELL of the New AM Facilities Section, Broadcast Division of the FCC Law Dept., has resigned effective today (Monday) to join the Washington law firm of Spearman & Roberson with offices in the Munsey Bldg. He will engage in general practice specializing in radio and communications law.

Mr. Rowell

Mr. Rowell joined the FCC legal staff in April 1937 and has since participated in numerous proceedings involving applications for new and increased facilities and in renewal hearings on matters involving station management, operation and programming.

On military leave from the Commission from May 1942 until Feb. 1946, he served as control officer of the Philadelphia Signal Depot and later was assigned to the Office of the Chief Signal Officer, Washington. When he returned to FCC he served in the Renewals Section of the Law Dept. until April, when he was transferred to the New AM Facilities Section.

Mr. Rowell was born in Richmond, Va., on March 14, 1910, attended George Washington U. and is a graduate of Washington College of Law. He is married to the former Thelma Hart of Richmond. They have two daughters.

STRICKLAND NAMED TO PROMOTION POST

JOHN W. STRICKLAND, formerly sales manager of Globe Wireless Ltd., New York, has been appointed sales promotion manager of Press Wireless Mfg. Corp., New York.

During the war Mr. Strickland served as a major in the Army Airways Communications System in charge of installations of radar and various types of telecommunications.

Before the war he was sales manager for the American Network, FM network.

Wetzel Resigns

MAURY WETZEL, production manager for the ABC Central Division, Chicago, has resigned to enter free lance work. Temporarily his duties will be taken over by Fred Kilian.

Clifford Joins Agency

GEORGE CLIFFORD, former partner of Regional Radio Sales, Chicago, has joined Ward & Futterman, Chicago, as timebuyer.

"here comes Harmon"
Coast-to-coast radio listeners will hear tom harmon during the football season, broadcasting his weekly football forecasts and stories, via Criterion transcriptions.
another market—
another progressive station just signed!
WEBR INC
BUFFALO Courier-Express STATION
Broadcasting House
Tom Harmon
Fielding Yost, Michigan's coach and director for 40 years, praised Harmon as "the greatest back I have seen in football since Willie Heston."
This program "kicks-off" the week of September 23rd. The series runs for 13 weeks and includes the Bowl games. A topflight, 15 minute sports feature, packaged by Vick Knight, starring the best known name in football since the days of Red Grange—now available for spot programming. May we suggest you wire or phone us collect—today? Markets and time are getting "short."
Criterion RADIO FEATURES, INC
CENTRAL 1453 • 360 NORTH MICHIGAN • CHICAGO 1, ILLINOIS

SMITH ASSUMES NEW POSITION WITH RCA

MR. SMITH

THEODORE A. SMITH, sales manager of communications and electronic equipment of RCA's Engineering Products Dept. since 1943, has been promoted to general sales manager of the Engineering Products Dept. [BROADCASTING, Aug. 26].

A. R. Hopkins, former regional manager of the RCA Engineering Products Dept., in Chicago, succeeded Smith as sales manager of the Communications and Electronics Department.

Mr. Smith was born in New York City, educated in New York schools and received his M. E. degree from Stevens Institute of Technology in 1925. The same year he joined the RCA technical and testing laboratories at Van Cortlandt Park. By 1928 he was in charge of television engineering for RCA and played a major role in building RCA's first television station W2XBS in New York. In 1930 he became district sales manager for broadcasting equipment.

Mr. Smith joined RCA Victor in 1938, holding the position of sales engineering manager of broadcast transmitters, television equipment, electron microscopes and test measurement equipment.

Dr. De Forest Honored

DR. LEE DE FOREST, pioneer radio inventor who deserted semi-retirement in California to head the veterans training department of the American Television Labs., Chicago, was honored at a "73 Dinner" by members of the radio and television industry and civic leaders on his 73d birthday Aug. 26. Seventy-three guests were invited to the dinner, 73 symbolizing "best regards" in radio code. Ceremonies from the dinner, held at the Drake Hotel, were broadcast on WGN Chicago 10:45-11 p. m.

Network, Agency Officials Make Plans For Promotion Opposite Crosby Discs

COOPERATION between major competing network programs and their advertising agencies will be something new on the Hollywood scene this fall.

This was revealed following meeting Aug. 26 of publicity-promotion representatives associated with the four NBC Wednesday night Hollywood originations, *Duffy's Tavern*, *Great Gildersleeve*, *Kay Kyser's College of Musical Knowledge* and *Frank Morgan Show* [BROADCASTING, Aug. 26].

Luncheon meeting was hosted by Sidney H. Strotz, NBC Western Division vice president. Besides advertising agencies, others at meeting were representatives of the various talent services associated with those programs, independent publicists and network publicity-promotion heads.

Conceived by Milton Samuel, West Coast publicity director of Young & Rubicam Inc., group developed plans for joint publicity and promotion of the four program block. In practice, plan calls for coordination of separate program publicity efforts to effect maximum listenership for NBC lineup opposed to recorded Bing Crosby program schedule for release on 600 stations starting Oct. 2 under Philco Corp.

Specifics of plan call for publicity of each of the four by any one of the agencies concerned. Spot announcements utilizing personalities from each of these four programs are being distributed to NBC stations throughout the country. To further bolster local support, closed circuit talks by program personalities with station managers around the country have also been set. Guest exchanges of program personalities are being arranged.

As a further step it is considered possible that two NBC New York originations that night (*Mr. District Attorney*, *Mr. & Mrs. North*), may be added to the Hollywood four. This would further strengthen promotion effort, it was explained.

Besides Mr. Strotz and Mr. Samuel, attending meeting were Sam Pierce, Ruthrauff & Ryan Inc.; Frank Pittman and Francis van Hartesveldt, Needham, Louis & Brorby; Tony Stanford and Tom Wright, Young & Rubicam Inc.; Z. Wayne Griffin, radio director of Berg-Allenberg Inc.; Bernie Milligan and Neil McDonald, Earl Ferris Assoc.; Maury Foladare, head of Maury Foladare & Assoc.; George Gruskin, radio executive of William Morris Agency; Hal Bock, Baldwin Sullivan, Leslie Raddatz, Robert McAndrews, NBC.

LOCAL COMMERCIALS FORSEEN FOR VIDEO

TELEVISION was depicted as destined to become "the ideal advertising medium for the local merchant whose efforts are directed toward the sale of nationally distributed products," by Paul Mowrey, national television director of ABC, in a talk last Tuesday before the Advertising Club of Des Moines, Iowa.

"The local commercial benefiting the local businessman, inserted into an elaborately produced, nationally broadcast program," will be developed by television far beyond its limited use in radio, he said, enabling the local merchant "to combine the advantages of the skillful, smartly conceived advertising drive of the national manufacturer with the irresistible personal appeal of his own commercial, built exclusively for his own clientele."

Stating that many manufacturers are already studying the possibilities of nation-wide video productions designed for local commercial participation, Mr. Mowrey pointed out that these companies plan to stand the major expense of such advertising, "so reducing the cost of the locally-presented commercial that the local merchant cannot afford to ignore its potentialities."

Freed Joins L & M

S. ROBERT FREED, formerly with Young & Rubicam, New York, has joined Lennen & Mitchell, New York, as account executive. He will handle the Ruppert Brewery account under direction of Reginald T. Townsend, account supervisor.

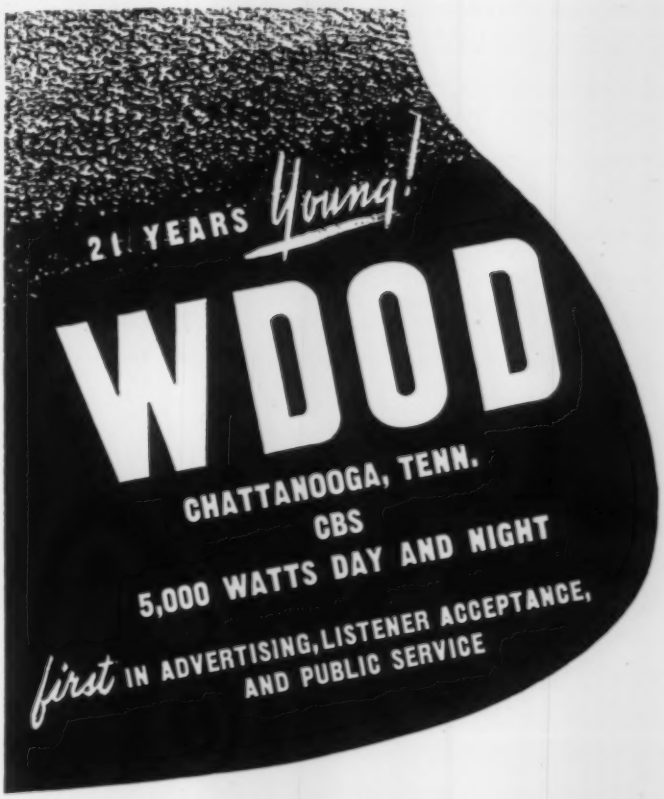
Shaggy Story

NBC which often comments with unconcealed pride on the quality of its roster of stars last week announced it had acquired the questionable talents of the abnormal English terrier which talks.

Merrill Mueller, the network's London correspondent, will interview the dog, by name Ben, on the *News of the World* program Sept. 6 (7:45 p. m.). The dog's vocabulary is limited to the single phrase, "I want one." Obviously, Mr. Mueller will have to be careful with his questions.

Monitor Post Closes

RADIO INTELLIGENCE STATION near Canadaigua, N. Y., last in the state, was closed down effective yesterday (Sept. 1), with monitoring in that area to be handled henceforth by FCC stations in Michigan, Maine, Maryland, and Rhode Island. The station was a secondary monitoring unit of the Great Lakes Region of FCC's new Field Engineering and Monitoring Division, which was formed by merger of the Radio Intelligence Division (RID) with the Field Division [BROADCASTING, June 24]. Ivan T. Orenzen, engineer-in-charge at Canadaigua, announced the abandonment of the station.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

COMPLETE COVERAGE OF THE EL PASO MARKET
KROD
CBS
600 KC 1000 WATTS
National Representatives: Taylor-Howe-Snowden

DOES THE JOB ALONE
WOW
NBC ON 590 OMAHA
WRITE, WIRE OR PHONE
JOHNNY GILLIN OR JOHN BLAIR

The "HAPPY MEDIUM" Station
KTUL covers the MONEY-MARKET of Eastern Oklahoma . . . JUST RIGHT . . . because it's neither too LARGE nor too SMALL. Buy the "Happy Medium" Station. Write for information.
FREE & PETERS National Representatives
John Esau General Manager
KTUL
5,000 WATTS • TULSA

FARMERS
PREFER WIBW BECAUSE WE'VE SERVED THEIR INTERESTS FOR 20 YEARS. WIBW IS THE FARM STATION FOR KANSAS AND ADJOINING STATES.
WIBW The Voice of Kansas in TOPEKA

KEE IS CO-SPONSOR OF WORLD CALENDAR

EDITOR, BROADCASTING:

The clipping concerning the Bill for the World Calendar introduced into the House of Representatives on 15 July, which appeared in your publication on 22 July, has been brought to our attention and we greatly appreciate the publicity given The World Calendar in your columns.

However, we would like to call to your attention the fact that Representative Karl E. Mundt's collaborator in the introduction of this legislation was not Representative Jerry Voorhis, as reported by you, but Representative John Kee, Democrat of West Virginia, and ranking member of the Foreign Affairs Committee of the House.

Westy Egmont
World Calendar Assn.
New York

August 12, 1946

WBBM TAKES STOCK

Human Relations Campaign Totals 260 Hours

CONVINCED that racial, religious and other group prejudices were the greatest enemies in postwar living, WBBM Chicago launched a diversified "Human Relations" campaign in formulating its 1946 program policy.

Last week Walter Preston, WBBM program director, summarized the first six months' achievements by the station. WBBM had broadcast 102 direct programs on human relations for a total of 47½ hours; 158 programs (airtime 62 hours and 5 minutes) on related subjects, and 493 spot announcements.

Don Kelley, head of WBBM public service, said second six months should surpass this amount of time. Basic points of policy as outlined by Mr. Kelley are: (a) To give priority to programs tending to improve human relations, (b) to aid work of Mayor Edward J. Kelly's Commission on Human Relations, (c) to develop, produce and broadcast special programs for Negro listeners, (d) to be sensitive to problems of human relations in selecting programs, (e) to give widest publicity in regular newscasts to items which further human relations.

White to Retire

EGBERT WHITE, senior account executive, vice president and former member of the board of directors of BBDO, who has been with the agency and its predecessor, George Batten Co., for 30 years, will retire within the next few months. During the war Mr. White was in charge of the Mediterranean edition of *Stars and Stripes*. Upon his retirement Mr. White plans to spend a good deal of his time at his farm in New Milford, Conn. He also intends to travel.

Tenth Annual School Conference Dates Announced for Oct. 21-23 in Chicago

TENTH Annual School Broadcast Conference, Oct. 21-23 at the Hotel Continental, Chicago, is expected to air views of educators on the matter of public service programming by the nation's broadcasters.

Sectional meetings will discuss a variety of subjects, all dealing with education by radio and include the following discussions:

Monday, Oct. 21

2:30 p.m.

"Fundamentals of Educational Radio," Kathleen N. Lardie, president, Assn. for Education by Radio and director of radio, Detroit Public Schools, chairman.

"The Superintendent and Radio," Phillip J. Hickey, superintendent of schools, St. Louis, chairman.

"FM for Present and Prospective School Operators," K. L. Dragoo, director of KALW San Francisco Public Schools, chairman.

"Commercial Station and Network Educational and Public Service Directors," Sam Serota, WIP Philadelphia, chairman.

"Directors of Radio in Public Schools Systems," Madeline Long, director of radio, Minneapolis Public Schools, and Sam Linch, director of radio, Atlanta Public Schools, co-chairmen.

"Radio and Exceptional Children," Edward Stullken, principal, Montefiore School, Chicago, chairman.

"Programming the Foreign Language Station in the Public Interest," Robert O. Miller, manager, WSBC Chicago, chairman.

5:30 p.m.

"SBC Program and Sponsoring Committees Dinner," Kenneth G. Bartlett, director of radio, Syracuse U., toastmaster.

8:00 p.m.

"The Utilization of Radio in Adult Education," Allen Miller, director of the Rocky Mountain Radio Council, chairman.

Tuesday, Oct. 22

The Association for Education by Radio will observe its fifth anniversary at a luncheon at 12:00 noon, with Kathleen Nichols Lardie, president, presiding.

Section meetings will cover the following subjects:

Joint session, commercial station and network public service directors with directors of radio in public school systems.

"The Use of Radio and Transcriptions," with Mrs. Dilla MacBean, librarian, Board of Education, Chicago, and Mrs. Roger Barrett, radio chairman, Chicago Junior League, co-chairmen.

"College and High School Workshops," Sherman Lawton, coordinator of radio, U. of Oklahoma, chairman.

"Education and Television," Elizabeth E. Marshall, program director, Radio Council—WBEZ Chicago, and James Macandrew, director, WYNE New York Public Schools, co-chairmen.

"Problems of the Veteran and Radio," Joseph L. Brechner, director, radio service, Veterans Administration, chairman.

"Transmitting and Receiving Equipment, Other Audio Aid for School Use," Nathan A. Neil, supervising engineer WBOE Cleveland Public Schools and Lee McCanne, chairman, Radio Manufacturers Association, co-chairmen.

Wednesday, Oct. 23

10th Annual School Broadcast Conference Banquet, with speakers yet to be selected and the following sessions:

9 a.m.

"Radio as a Supervisory Medium," Ruth M. Foltz, WBOE Cleveland, chairman.

"School Use of News Programs," Dorothy Blackwell, chairman, Committee on Radio Education, St. Louis Public Schools, chairman.

10 a.m.

"The School Use of Music Programs," Cecile Creed, Standard School Broadcasts, San Francisco, chairman.

"The Use of Inter-Cultural Problems," Hilda Taba, director, Inter-Group Education, American Council on Education, chairman.

George Jennings, former radio director for the Chicago Public Schools, is School Broadcast Conference director.

* * *

Stephens Conference

Oct. 28-30 has been set for the radio conference to be held at Stephens College for women, Columbia, Mo., according to Hale Aarnes, head of the school's radio department. Sessions will be sponsored by both the school and the Stephens College radio advisory committee which has a membership taken from the industry itself.

Conference will be devoted to problems of radio education and broadcasting in junior and senior colleges and the furtherance of the art in that educational category.

* * *

School of Business

Anticipating the largest fall enrollment in its history, the Evening Extension Division, City College School of Business, New York, has announced registration will take place Sept. 13-20, between 5:15 and 8:30 p.m. at 17 Lexington Ave. Fall term begins Sept. 23.

Television and radio courses include: survey of radio and station practices; announcing; script writing for production; television studio operation and program production; various workshops; radio audience research; documentary radio; television advertising and merchandising; radio broadcast advertising; workshop in television commercials.

Veterans, to receive special attention, are asked to get Form 1950 from the Veterans Administration. Detailed information on job training may be obtained by writing Dr. Robert A. Love, director of the Evening and Extension Division, at the school.

Newlyweds Robbed

TO AVOID pranksters Rex Allen hid his car in an alley behind WLS Chicago Aug. 25. Mr. Allen, singer on *Barn Dance*, married Bonnie Linder, singer on the same show, in a ceremony at the studios. When they slipped away later, Mr. Allen discovered the car had been victimized not by pranksters but by a serious thief who broke a window and stole the luggage including the bridegroom's two new suits. The Allens postponed their wedding trip in order to replenish their trousseaux.

Escapes Drowning

PEGGY CAVE, director of women's activies of KSD St. Louis, narrowly escaped drowning Aug. 25 as the result of a motor boat accident on Lake Springfield, Ill. On a Sunday outing with her parents, the boat struck a submerged log and sank. Another boat heeded cries for help, arrived in time to save group.

Linkletter Operation

ART LINKLETTER, m.c. of CBS "House Party" and NBC "People Are Funny," is recovering from a major operation.

LONDON LETTER—By William Pingrey

BBC Video Monopoly Brings Protest From Newsreel Firms

POSSIBILITY of the British Broadcasting Corp. entering the newsreel field and the newsreel firms going into television was suggested by the London press as a result of a deadlock between radio and the Renters-Exhibitors-Producers Committee.

BBC has asked to televise newsreels and films on regular television broadcasts, but so far permission has been denied. The *London Evening News* said when the Renters-Exhibitors-Producers meet with the Television Advisory Committee in early September, the theatre group would submit a memorandum opposing the BBC television monopoly.

The film people probably will not ask to compete with fireside television but will seek permission to broadcast films to their own theatres on television transmitters. J. Arthur Rank's movie firm, according to the *News*, is conducting research along that line.

Another newspaper said BBC may form its own newsreel organization if it continues to meet denials of its request to televise newsreel films.

* * *

The August rush of several thousand homeless British families into empty army huts resulted in an official ban on the humorous use of the word "squatter" on the air. BBC ordered all comedians not to use the word in connection with a humorous incident or joke, although it was widely publicized and has been a natural for gags.

* * *

How British soldiers—prisoners of war of the Nazis—operated secret radio stations in German prison camps during the war came to light when the British Empire Medal was awarded Peter Mace, a poultry farmer, formerly a wireless operator with the Royal Air Force. When Mr. Mace was captured and sent to Fagen prison camp, he found a well-organized secret group operating small radio stations. In the four years he spent in the German prison camp, he said, the Nazis evidently never suspected that the allied soldiers were contacting their own forces by home-made equipment. Red Cross food parcels were used to conceal tubes and other parts.

ACA Elects

THE AMERICAN COMMUNICATIONS ASSN. (CIO) last week re-elected Joseph P. Selly to that organization's presidency. His new term begins Sept. 5. Mr. Selly had been opposed by Harold Taylor, a former vice president in charge of the cable and wireless division of the ACA. Joseph F. Kehoe was elected secretary-treasurer. Vice presidents elected were Dominic Panza, telegraph; A. S. Kanady, telephone; Lawrence Kelly, cable and wireless; William Lamey, radio, and Jack Wincour, marine division.

Dr. A. R. Stevenson

DR. ALEXANDER R. STEVENSON, staff assistant to the General Electric Co.'s vice president in charge of engineering policy, died last Wednesday in Ellis Hospital, Schenectady, from a heart attack. Dr. Stevenson had been with GE for 27 years, joining company in June 1917. During World War I Dr. Stevenson served in the radio and electrical section of the air force at Langley Field, Va., and in France. He was a fellow of the American Association of Electrical Engineers and vice president of the American Society of Mechanical Engineers. He leaves his wife, Helena, and three children.

Brown to Retire

LYNDON O. BROWN, founder and partner of Stewart, Brown & Assoc., New York, research organization, effective Jan. 1, 1947, retires from the research field to become president of Knox College, Galesburg, Ill. With Lord & Thomas and its successor, Foote, Cone & Belding, Chicago, from 1930 until 1943, Mr. Brown was vice president of the agency when he left the firm. He is author of a book, *Market Research and Analysis*, and at one time was professor of research and advertising at Northwestern U., Chicago.

Brand Names Shift

BRAND NAMES Research Foundation, meeting Aug. 27 at Hotel Roosevelt, New York, to broaden organization's activities and increase membership participation, effected changes in by-laws and a change of name to Brand Names Foundation Inc. Designation of "associate member" was dropped in favor of "member," with full voting privileges. Term "active member" was changed to "founding member" and membership in this classification is open to those who maintain minimum schedule of fixed dues. Affiliation as member is open to any firm, person or corporation supporting the foundation's program.

FCC Up to Date

FCC ANNOUNCED last week that it is "current" on amateur radio licensing and now "ready to handle additional requests for new or modified authorizations required by changes of address or the new call letter system." Besides handling 12,500 amended license applications pending last May, FCC said it had renewed licenses of 20,000 other amateurs. Total authorizations now exceed 70,000. There were 60,000 licensed amateurs before the war and 7,000 were licensed during the war.

Moon to Beam

PLANS for a 100-pound "rocket radio" to broadcast from the moon, were announced last week by Westinghouse. The firm's scientists expect the rockets to be built within the next 18 months by the Army for projected flights to the moon. The compact radio transmitter with 100 w power, will be hermetically sealed and will send out ultra shortwaves. It would broadcast one minute each hour, reporting the progress and landing of the rocket.

Woodyard Sells WINK, Florida Local, To Lakewood, Ohio, Firm at $100,000

SALE OF WINK, Fort Myers, Fla., local, by Ronald B. Woodyard to the United Garage and Service Co. of Lakewood, Ohio, (Cleveland suburb) for $100,000, minus quick assets, was consummated last week subject to FCC approval. Principals in United are Arthur B. McBride, sole owner and publisher of the *Sandusky* (Ohio) *Daily News*, his son, Arthur B. Jr., Harry Sherby, owner of Sherby's Market in Washington, and his son Daniel, each of whom hold one-fourth interest.

United is an applicant for a community FM station in Lakewood. Both the elder McBride and Sherby are stockholders and directors of Yellow Cab Co., Cleveland, while Mr. McBride also holds directorships in a number of cab and automobile companies in Ohio.

Mr. Woodyard, former general manager of WING Dayton, holds a 45% interest in WIZE Springfield, Ohio, controlled by Charles Sawyer, attorney and former Ambassador to Belgium. Mr. Woodyard is a stockholder in project for a new station in Dayton seeking 980 kc with 5,000 w. He would dispose of his 95% interest in WINK. Mary Martin holds the remaining 5% which also would be sold. The transaction is being handled legally through the law offices of Cohn & Marks in Washington.

Mr. Woodyard acquired ownership of WINK (then WFTM) in 1942. The transaction entailed $12,600, according to FCC records. Operating on 1240 kc, with 250 w, the station is listed as a CBS and Keystone outlet. It was an independent when purchased by Mr. Woodyard.

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!
Ask
JOS. WEED & CO.
350 Madison Ave., New York.
P.S. We'll soon have our 5000 Watt Transmitter in operation!

"GATEWAY TO THE RICH TENNESSEE VALLEY"
50,000 WATTS
CBS
WLAC
NASHVILLE
REPRESENTED BY PAUL H. RAYMER CO.

WCKY
the 50,000 watt voice of Cincinnati

WBNX
DAILY PROGRAMS IN
Italian Polish English German Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
Americas Leading Foreign Language Station

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Operator, first class—Texas station. Give qualifications. Box 743, BROADCASTING.

WANTED—Announcer who can capably handle newscasts. 5 kw Southeastern station. Guarantee salary and talent fees $70.00 weekly, with possibility of earning more. Box 758, BROADCASTING.

Southeastern 5 kw station needs additional transmitter and maintenance engineer. Grand opportunity get real experience on high power equipment and directional. Reply will be kept confidential. Give full details, including salary requirements. Box 762, BROADCASTING.

First class operator—and program director. Operator $45 with broadcast experience, $40 without. Program director $50 start. Send disc. Southern Station. Box 783, BROADCASTING.

New daytime radio station located in Mid-South needs complete staff. Engineer-and operator-announcers, and program director-announcer. Previous experience necessary. State salary expected. Box 787, BROADCASTING.

Experienced continuity writer wanted. By Southwest CBS affiliate, soon 50,000. List complete radio experience and references. Box 789, BROADCASTING.

Wanted—Representatives in major cities to sell transcribed radio programs. Lucrative commission. Box 790, BROADCASTING.

Two engineers with first class licenses and good voices for combination work in 250 watt Florida station. Box 793, BROADCASTING.

Chief Engineer. Prefer young veteran who has been a transmitter operator and maintenance man and who now feels he has all necessary qualifications for responsibility as Chief Engineer of 250-watt full time station in Northeast. Starting salary $50.00 per week with raises for right man. Must have good personality and be willing to work hard. Send complete experiences, references, qualifications and snapshot in first letter. Box 818, BROADCASTING.

Wanted—first class radio telephone operator for transmitter operation in Southern city of 25,000. Box 822, BROADCASTING.

Wanted—Farm Director—5000 watt station in large eastern city has an opening for a farm program director. Must be capable of building his own programs, writing interviews, selecting music, etc. Largely dairying and tobacco area. In reply state qualifications, salary, experience. Send picture and transcription. Box 827, BROADCASTING.

Help Wanted (Cont'd)

Virginia—Experienced announcer with first class license needed immediately for Virginia ABC affiliate. Excellent salary for shift of less than forty hours. Single man preferred. Box 828, BROADCASTING.

Wanted: Engineer, first class license. Does not need experience. Write Box 829, BROADCASTING.

Wanted: Announcer-copy writer by 5000 watt CBS affiliate. Box 833, BROADCASTING.

Assistant Station Manager. Must be capable, conscientious, hard-working; thoroughly familiar with all phases of programming, production, promotion, and publicity. At least five years experience in competitive metropolitan market necessary, with proven record of building and improving station ratings. An unusual opportunity. In order to qualify for personal interview, please give complete details and include small photo. Confidential. Box 835, BROADCASTING.

First-class operator, single, experience not necessary. Write B. H. Bopp, WMRF, Lewistown, Penn.

Announcer wanted—Straight commercial and special events. Write KLPM, Minot, N. Dak.

Wanted—two first class radiotelephone operators for transmitter operation. 250 watt network station. Give complete information in first letter. Apply J. V. Sanderson, Radio Station WHBS, c/o Huntsville Times, Huntsville, Ala.

Wanted — Operator - Announcer. Forty dollars for forty hour week to start. Fare refunded at end of one years service. Send photo, audition discs with first letter KTOH, Lihue, Hawaii.

Combination Assistant Station Manager and Program Director—for new AM-FM station in Southern California. Position to be filled about December 1. Man must have excellent qualifications. Real opportunity for right man assured. Send as soon as possible full record of training and experience with references to J. G. Studebaker, Beverly Wilshire Hotel, Beverly Hills, California.

Wanted—Engineer, 1st class, transmitter, no announcing. Good pay, good hours, 250 watts. Contact Jack O'Connor, WMVG, Milledgeville, Georgia.

Combination engineers-announcers with first class license for new station. Rush transcription, complete qualifications to Jimmy Trippe, WKUL, Cullman, Alabama.

Wanted—Announcer with first class radio telephone license. For person who can meet our high announcerial standards here is an exceptional opportunity to gain unusual showmanship experience in smart local production and network programming. If you think you can qualify and want to be associated with one of America's most alert stations reply in detail to Robert W. Dumm, Prog. Dir., KXOA, Sacramento, Calif.

Help Wanted (Cont'd)

Announcer—First class ticket, exceptional opportunity with progressive, top audience, station. Good staff, fine town, good salary, permanent to the right man. Contact us at KICD, Spencer, Iowa.

Have permanent position for woman who can qualify as Woman's Program Director. Radio voice and experience mandatory. Must write good copy, enjoy meeting public. Excellent opportunity for right person. Send qualifications and picture to Post Office Box 2911, Tucson, Arizona.

WGCM, Gulfport, Mississippi, has opening for announcer; must be experienced play by play football, special events, veteran preferred.

Wanted—Operator with first class license. No previous experience necessary. WSYB, Rutland, Vt.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Openings—Engineer-announcer, copywriters, managers. Radio's Reliable Resources (Employment Agency). Box 413, Philadelphia.

First class operator—for control room and transmitter. Local-CBS station. WPAY, Portsmouth, Ohio.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

Operator with first class license. No experience required. Also announcer. Send disc and all details. James M. Wilder, P. O. Box 588, Savannah, Georgia.

Wanted, good announcer with first class ticket, 250 watt mutual station. Salary good. Wire Station WLAY, Muscle Shoals, Ala.

Situations Wanted

(Announcer)—Football play by play four years staff and all around ad lib. West Coast. Box 830, BROADCASTING.

PROMOTION MANAGER—Desirous of making change. Now employed at top Eastern station, with record of having won all major awards and creating promotional ideas that have won national trade recognition. Anxious to locate for life in a community where the ability to make friends and further all civic interest will be appreciated. Adequate salary required. Box 839, BROADCASTING.

Public Relations—Qualified in all media. Was PRO for First Naval District, PR Director City of Boston, four years announcing, editor printing magazine two years, writer ten years, PR past five years. Desire small network, large station or large firm. Box 831, BROADCASTING.

Newscaster—Can qualify as newscaster. Have broad background of newspaper experience. Am currently radio news editor of big Eastern station. Have studied voice and style under topnotch newscaster and am now ready to go on my own. Spendid voice for air work. Primary interest is the broadcasting of my own copy. Can send photo and voice recording if you're interested. Experienced reporter, editor, newscaster. Box 825, BROADCASTING.

Experienced Program Director—twelve years in 1 kilowatt and 50 kilowatt stations. College degree. Box 844, BROADCASTING.

Qualified announcer, veteran, network experience, versatile, industrious, seeking position with a future from progressive station. Photo, transcription available. Box 843, BROADCASTING.

Program-Music librarian: Male: age 30: single, 6 years experience in all phases of station operation network and independent. Box 842, BROADCASTING.

Have you an opening for talented young man eager for start in radio? Ex G. I. just completed yrs. training in nationally recognized school of radio broadcasting. Desires position with station 5000 watts or under. Good in all types announcing, especially sports and newscasting. Also good writer. Will furnish audition disc on request. John Thomas Perona, 4363 So. Greenwood Avenue, Chicago, Ill.

Experienced engineer, announcing ability. First phone, second telegraph. Can fill in anywhere in broadcast station. 30 years old, married, steady. Want permanent place. Expect $45 to $50 to start. Available two weeks notice. Charles W. Fletcher, 416 5th Avenue, Albany, Ga.

WANTED

Experienced announcer with first class radiotelephone operators license. Must be very good announcer.

Starting salary: $70.00 for 35 hour week. Substantial raises when you prove your announcing ability. Will pay moving expenses for a responsible permanent man.

This position is for WINC and WINC-FM a new high powered mountain top rural station to begin operations about September 23rd.

Send transcription or better, come to WINC, Winchester, Virginia for a visit.

ALL IN GOOD CONDITION

1—RCA 40 D GENERAL PURPOSE AMPLIFIER with Isolation Transformer and Filament Transformer less DB Meter.

1—WESTERN ELECTRIC 117 A MULTIPLE PURPOSE VOLTAGE AMPLIFIER.

24—TYPE B 333-1 OUTPUT TRANSFORMERS designed for push-pull 807's to 500 OHM line.

BEST OFFER GETS IT. Contact Ligon Smith, 318 Construction Bldg., C-9257, Dallas, Texas.

TOP ANNOUNCER WANTED

Announcing position now open, high powered Pacific Northwest Independent. Three years experience imperative. Newscasting, platter spinning, continuity writing. Appearance, character, voice must be of highest calibre. Salary $67.50 per forty-hour week. Forward letter, references, audition record

BOX 812, BROADCASTING

FOR SALE

1—Radiotone 16" transcription chassis—$100.
6—Duotone—Van Epps cutting heads, 500 ohms—$100 each.
1—Presto 75-B recorder—$351.
1—Presto 87-B recorder for rack mounting $250.
1—Altec Lansing 253-A recording amplifier—$300.
2—Gates 2716 lateral pickups, equalizers and pre-amplifier—pair, complete—$255.
1—RCA OP-5 remote amplifier—$275.

BOX 769, BROADCASTING

FOR SALE

Well established South Carolina Station affiliated with Major Network. Located in one of South Carolina's largest markets. Substantial return on investment. Replies confidential.

BOX 813, BROADCASTING

AN INVESTMENT OPPORTUNITY

A newly-organized transcription house desires to contact parties interested in supplying financial support in return for proportionate share of stock. Complete production facilities plus a wide variety of proven commercial shows available. Auditions supplied upon request.

Box 845, BROADCASTING

Situations Wanted (Cont'd)

AVAILABLE—QUALIFIED: Announcers, producers, organist. Radio's Reliable Resources, Box 413, Philadelphia, Penn.

To new stations and established ones: Fill that vital position—Director your Continuity Dept.—with an experienced, capable, young married man. Experienced both writing-production. Box 841, BROADCASTING.

Now Available—Time salesman with exceptional record in metropolitan markets. Excellent references. Box 840, BROADCASTING.

Announcer—Veteran, 23. Graduate leading New York announcing school. All phases announcing. Conscientious, willing to travel. Disc and photo available. Jack Mayer, 350 E. 4th Street, New York 9, N. Y.

STATION MANAGER—Now employed by a top drawer Eastern station. I want to settle with my wife in a community where I can help make a station the spearhead of all that is best, and to make that station a top money winner. I can do it, and I would like nothing better than the opportunity to prove it. Adequate salary required. Box 838, BROADCASTING.

Experienced Washington correspondent-editor, seeking radio newsroom director spot; transcription available, excellent references. Box 836, BROADCASTING.

Available September 15—Engineer, radiotelephone 1st class license with over 20 years experience all phases of maintenance, operational and installation of broadcast equipment. Just released from service. 5 years chief warrant radio officer Naval Research Laboratory. Wire Box 837, BROADCASTING.

Announcer—Veteran, 23, have pleasing voice, need experience, will travel anywhere. Eligible for on the job training. Have completed eighteen weeks with recognized radio school. Write to Harold Kershner, Milner Hotel, 311 Mulberry St., Macon, Ga.

Operator—First phone ticket. Desires position with western station. Five years radio maintenance experience. Salary open. J. C. Joanides, 1839 Santa Ynez St., Los Angeles 26.

Announcer-Producer. Available under G. I. on the job training program. Selling experience. Photograph, transcription on request. Frank Ross, 42 Hopping Avenue, Tottenville, Staten Island 7, N. Y.

Veteran: Married, stable, ambitious. Announcing, can write own copy. Singer, knowledge of classical and popular music. Will go anywhere—anytime. Looking for opportunity to become part of local community. Michael R. Verrilli, 256 Beach St., Bridgeport 8, Conn.

Announcer — Veteran, 21. Graduate leading New York announcing school. All phases announcing. Conscientious, willing to travel. Single. Disc & Photo available. Peter Pappas, 14 Allen Place, Poughkeepsie, New York.

CHIEF ENGINEER—Complete construction and installation three stations, wants same with new station. Box 824, BROADCASTING.

ANNOUNCER — All-around man; A-1 disc jockey; copy, production, etc. Eight years experience, three years with Armed Forces Radio Service. Have many ex-GI fans in your audience. Single, willing to go anywhere. Full details, plus photo and transcription at your request. Write Box 823, BROADCASTING.

Attention New England!! Experienced announcer-operator available immediately. Veteran. Will donate private record library and ideas. Must be employed by Oct. 1st. State salary. Box 819, BROADCASTING.

Announcer — Excellent newscasting voice—prefer newscasting. Experienced, good appearance, 32, single. Trans. available. Box 820, BROADCASTING.

I want to learn! Need first break. Can announcing (nights) combine with Journalism courses (days)? Any station with nearby college. 19, single, dependable. Transcription, photo. Box 821, BROADCASTING.

Copywriter—unique, ingenious, sales-compelling commercials, jingles. New business development presentations. Program creator. Preeminent ability. Profit-builder. Six years experience. Prefer major market agency or station. Box 816, BROADCASTING.

1st Class Engineer-Announcer, available now. 6 years broadcast experience. Box 817, BROADCASTING.

Announcer, veteran 42. Disc and photos available. Will write details. Box 814, BROADCASTING.

Situations Wanted (Cont'd)

Radio news opening wanted by present news editor trade monthly. 23, single, top Navy news service and mage experience, wire editor college daily. Salary and location secondary. Box 811, BROADCASTING.

Chief Engineer—fifteen years experience design, construction, installation and FCC procedure up to 50 kw. Family. Best references. Box 804, BROADCASTING.

Announcer-Program Director—3 years commercial and AFRS experience. Interested in immediate position with friendly and progressive station offering visible future as reward for hard, honest work. Veteran, NBC-trained, age 21. Write or wire Box 806, BROADCASTING.

Can write. Writing background 3 years. At present free lance. Can handle continuity, news rewrite. **Can announce:** ad lib, news commercials. Army Vet, 23, single. Sample scripts, commercials & recording furnished. Box 800, BROADCASTING.

Manager—who knows his job. Has supervised construction, opening and operation of three radio stations during twelve years' experience. Army public relations radio. Available now; prefer midwest. Box 794, BROADCASTING.

Chief engineer—now employed desires change. Prefer Southeast. 16 years experience. Best of references. Box 795, BROADCASTING.

Genius? No!—Just hardworking, conscientious, intelligent. Anxious to start work in radio. Announcing, acting, platter shows. Can do continuity. Trained professionally at nationally recognized college. Am 31, single; steady, stable, and ready, willing and able. Gladly send recording and letter. Box 792, BROADCASTING.

Ex-Wave officer—Interested in promotion, sales, continuity, preferably west. Experience—traffic and continuity, commercial radio station; Navy, two years, radio and public relations. Write Box 784, BROADCASTING.

Looking for a 250 manager? I am 27, been in radio 11 years as announcer, salesman and manager. Started announcing while in high-school, continued during college. Veteran, presently sales, programming, sports, news and special events. Also can supply first class engineer-announcer and others. Available September 1st. Box 782, BROADCASTING.

Announcer—veteran, 24, wants permanent position immediately. Prefer 10 kw, CBS, in midwest. Will consider elsewhere. No ET, rather use telephone. Box 779, BROADCASTING.

Veteran—age 21, single. Anxious to get started in radio after 2½ years Army. Now attending nationally recognized college studying professional radio course. Interested in announcing and acting. Highest character recommendations. Can send recording of abilities. Capable, dependable. Box 696, BROADCASTING.

For Sale

Four hundred feet—unused 3/8" coaxial cable complete with sealed terminals and connectors. Packed original carton. Shipped charges collect on receipt first check $125. Station WENC, Whiteville, N. C.

Copper ground wire—All sizes, Phone or wire Tower Sales & Erecting Co., 6100 N. E. Columbia Boulevard, Portland, Oregon. Phone—TRinity 7303.

For sale—Three M1-4856-A lateral reproducer heads, two arms and two sets filters with bass compensator. Good condition. Make offers. Radio Station WCNC, Elizabeth City, N. C.

For sale—One tubular vertical Harrel 165 foot antenna guyed type available about Nov. 1st. Joe Spring, WASK, Lafayette, Indiana.

G. E. Pyranol—filled 3 phase 230 volt rectifier transformer capable of delivering 3.75 amperes D. C. with variable output from 3600 to 7500 V. D. C. Originally part of G. E. 10 kw FM transmitter. Can also furnish filter reactor capacitors, etc., from original power supply. Box 798, BROADCASTING.

New 250 watt Tempco in original crate, fully FCC approved, 2 sets tubes, complete set spare parts. Available immediately. Box 803, BROADCASTING.

Two RCA Velocity Microphones, used, in good condition. 1 Model PB90A2 and 1 Model PB144A1. Both for $100.00. Box 832, BROADCASTING.

For Sale—One Collins 26C limiting amplifier. Perfect condition. $150.00. Box 834, BROADCASTING.

FCC approved frequency monitor and 250 watt composite transmitter. Box 781, BROADCASTING.

Most Stations Use Multiple Rate Cards, NAB Survey Says

THREE-FOURTHS of broadcast stations have multiple rate cards for the same period of the day, with the practice more pronounced in small and medium cities, according to an analysis of rate cards just completed by Kenneth H. Baker, NAB director of research.

Based on returns from 575 of 705 standard AM commercial stations that answered questionnaires, NAB found that two and three rates are by far most common among local stations, less common among regionals, and least common among clears. No station reported more than three rates.

NAB has sent detailed analyses of the study to stations that participated in the survey.

In breaking down industry rate practices, NAB found a conspicuous lack of uniformity in qualifying accounts for various types of rates. In the case of "general" or "national" rates, the requirements mentioned most frequently were that the product be generally, regionally or nationally distributed and that the business be placed by an advertising agency.

To qualify for "local" or "retail" noncommissionable rates the accounts, in cases most frequently mentioned, must be bona fide retailer dealers, with little agreement as to definition of dealers or what type of advertising they may place.

Roughly two-thirds of stations charge a "local" or "retail" rate to a retailer advertising a nationally distributed product, according to the survey, which explains that this represents about 80% of stations which have two or three rates. The rates charged the retailer for this service are predominantly noncommissionable.

In analyzing rates charged distributors and wholesalers of nationally advertised products, the survey shows that these firms are usually charged more than local retailers. Main exception occurs among local stations, about half of which charge a local noncommissionable rate to wholesalers. This practice occurs most frequently in medium and small cities. In general, rates charged the wholesaler or distributor are generally commissionable, with the exception of local stations.

Among one-rate stations, the term "general rates" is most frequently used, though many use no special designation. Terms "local" and "national" are used together almost four times as often as "retail" and "general" among two and three-rate stations. All stations report that "general' or "national" rates are commissionable to an agency. A little over three-fourths of "local" and "retail" rates are not commissionable to agencies; about three-fourths are commissionable in the case of "regional" rates.

NAB's survey presents detailed tabulations of questionnaire results, along with various types of definitions and qualifications for different rates.

For Sale (Cont'd)

For Sale—One kw Western Electric Linear Amplifier immediate delivery. Inquire Box 846, BROADCASTING.

For Sale—A complete FCC approved 250 watt transmitter, two sets tubes, two crystals and limiting amplifier. Recently taken out of service. Make offer. Box 780, BROADCASTING.

Wanted to Buy

Wanted to buy—radio station 1,000 watts or less. Replies confidential. Box 815, BROADCASTING.

Western Electric 639, 618 and RCA 44BX, 88—A microphones complete with mounting fittings but without internal mechanism. Desire undamaged cases to use as dummies for photographic purposes. Write to Box 495, BROADCASTING.

Miscellaneous

Have $5,000.00 to invest in a new or going radio operation with services. Box 826, BROADCASTING.

Disc jockey's comedy material. Box 493, BROADCASTING.

PARTNER WANTED — Applicant CP small northeastern station desires partner—investing $7,500. No investment until CP is granted. Strictest confidence. Box 801, BROADCASTING.

ABC, BBC ARRANGE VIDEO FILM TRADE

FIRST trans-Atlantic exchange of video programs is scheduled to get under way this week, when ABC ships to BBC films of the "Automotive Golden Jubilee," the Minneapolis Aquatennial, the speed boat Gold Cup race and the Hopeful Stakes horse race. Made by ABC for video use in this country, the films will be telecast in England by BBC. First film expected by ABC from England will depict the departure of the Queen Elizabeth on its maiden voyage as a passenger liner, which ABC plans to telecast in America coincidentally with the ship's arrival in New York.

Details for the exchange of film, which will all be 35 mm. with sound track, were worked out by Bernard Pearse, ABC video special events director, and Stephen Fry, BBC director of program operations in New York. Calling the exchange "The beginning of international television," Mr. Fry pointed out that "some day we may be able to transmit across the Atlantic but in the meantime we can exchange film."

Erwin Resigns Program

BECAUSE role doesn't suit his talents, Stuart Erwin, comedian and star of CBS *Phone Again Finnegan*, has resigned from that show effective with Sept. 19 broadcast. Sponsor is Household Finance Corp., Chicago.

BOARD UPHOLDS PW RIGHT OF DISMISSAL

ARTHUR S. MEYER, chairman of the New York State Board of Mediation decided that Press Wireless could discharge the 46 employes whose dismssal last Aug. 7 precipitated the strike of 300 American Communications Assn. (CIO) members, but held that the communications company could not reduce the wages of any downgrade employes.

In naking his decision, Mr. Meyer said that the company's action Aug. 7 had been in violation of its contract with the union. He admitted that the union's complaints about the company's action had been justified, but that they did not justify the ACA's strike action.

Upholding Press Wireless on the lay-offs, Mr. Meyer cited company figures showing a drop in gross operating revenue from $3,470,000 in 1945 to $1,244,000 in the first six months of 1946. Its wordage had dropped from 9,500,000 in April, 1945 to 4,200,000 in July, 1946. These facts, Mr. Meyer said, were irrefutable evidence that reduced revenue had forced the company to lay off the men.

The company laid off the men as of midnight, Friday, Aug. 30. No comment was available from union sources, on what action might be taken as a result of the mediation board's decision.

WKRC TEAM WINS
WJW, Others Sponsor Olympic Meet

CINCINNATI's Junior Olympic team, sponsored by WKRC, easily won the first National Junior Olympic meet at Cleveland, Aug. 24, scoring 22 firsts. Under sponsorship and promotion of WJW Cleveland and supporting groups in various cities, the contests involving 700 12 to 17 year old athletes were broadcast over CBS and ABC.

The WKRC team not only won the WJW cup for the winning team, but a Cincinnati boy won the ABC trophy for the outstanding athlete. The Cincinnati team of 70 was the cream of 27,153 entrants in that city.

Preliminary training conducted throughout the summer at municipal playgrounds attracted 30,000 youths in Cleveland.

Entering groups were Morgantown, W. Va.; Cincinnati; Erie, Pa.; Lorain, Ohio; Canton, Ohio; Louisville, Ky.; Escanaba, Mich.; Lakewood, Ohio; Mansfield, Ohio; Columbus, Ohio; Toronto, Canada, and Cleveland.

Extensive parade was held for Junior Olympics. Games were designed to foster good sportsmanship and fair-play. Program and ceremony of the historic event were followed.

Seven ABC Outlets Form Florida Net
R. R. Feagin of WPDQ Chosen President of Group

FLORIDA - AMERICAN NETWORK Inc. with stations in seven Florida cities was formed Aug. 29 following a three-day meeting of station heads in Miami.

Robert G. Venn, general manager of WGBS, the network's Miami outlet, announced member stations, all ABC affiliates: WPDQ Jacksonville, WSUN St. Petersburg, WWPG West Palm Beach, WLOF Orlando, WMFJ Daytona Beach, and WRHP Tallahassee. The latter is a new station soon to start operations.

Robert R. Feagin, WPDQ general manager, was elected president of the network. W. W. Esch of WMFJ is vice president, and Frank Taylor Jr., WPDQ, secretary-treasurer. Mr. Venn, also named a vice president, said the new set-up is the only one covering all important Florida markets.

WGBS will be in charge of programing, sales and sales promotion for the network. Sustaining and public service features will be carried as well as commercial programs. Key originating stations will be WPDQ and WGBS, although others may originate.

Rate card will be issued soon based on each station's ABC rates. Operations will begin immediately.

Date Postponed

MODEL United Nations Conference to be held in Chicago under co-sponsorship of Roosevelt College and NBC Central Division as part of NBC's UN project, will be held Oct. 16 instead of previously announced date, Sept. 19. Date was postponed because of the possibility of delay in opening of actual UN meeting in New York. Project will be held in Chicago's Auditorium Theatre, recently acquired by the college, and will follow formal procedure of the N. Y. conference. Keynote addresses will be aired by WMAQ, NBC affiliate in Chicago.

Full Hour Sponsored

FOR THE FIRST time in its 13 years as a network show, *Breakfast Club* is fully sponsored. Show is aired six-weekly 8-9 a. m. (CDT) on ABC. Kay Daumit Inc. Chicago (Lustre Creme Shampoo), lights the last candle when it begins sponsorship of the 8-8:15 a. m., portion Sept. 2. Since its origin June 23, 1933, Don McNeill has been m. c. of *Breakfast Club*. During first seven years program was sustaining. In 1940 sponsorship was begun on a station-to-station or co-op basis but this was abandoned in Feb. 1941 when Swift & Co. assumed sponsorship of 8:30-8:45 a. m. segment. Swift now sponsors 8:15-8:45 a. m. period and Philco Corp. 8:45-9 a. m.

BERMUDA PICK-UP
ZBM Feeds to All Networks On Truman Coverage

THROUGH co-operation of ZBM Bermuda, an ABC-MBS affiliate, four network newsmen last Monday gave a broadcast on the highlights of President Truman's voyage and his stay in Bermuda. ZBM also helped in providing network feeds to the United States.

The newsmen, who have accompanied the President aboard the *U. S. S. Weiss*, are Bill Coyle, ABC; Bill Hillman, Mutual; Art Barriault, NBC, and John Adams, CBS. The program was heard by the President aboard the *Williamsburg* after dinner Monday evening. He sent congratulations to the correspondents via Charles Ross, press secretary, for an "excellent program." Mr. Ross said he thought it a good report on the President's activities.

Music Strike Ends

MUSICIANS were back at WOAI San Antonio last week after a strike that lasted apporximately a month. Terms agreeable to both parties were adopted. At issue in the controversy was the right of the station to use nonunion bands in public interest shows as well as hillbillies. WOAI had resisted demand of the AFM for right to approve or reject in advance programs involving nonunion musicians, the station contending this was contrary to FCC regulations.

Petrillo Bans Band

DISAPPROVAL by James C. Petrillo, AFM president, forced cancellation of scheduled appearance of the Mexican Tipica Orchestra at the San Mateo County (Calif.) Fiesta, according to an Associated Press dispatch quoting Norvell Gillespie, secretary-manager of the event. The band is paid by the Mexican government. Cancellation of band's appearance at the Texas State Fair may develop as a result of Petrillo's disapproval of foreign musicians.

Roy C. Hollis

ROY C. HOLLIS, acting president of the News Syndicate Co., New York, applicant for FM and television stations in New York, was killed Thursday when a station wagon in which he was riding struck a utility pole on a highway near Fairfield, Conn. Mr. Hollis had been general manager of the *News*, tabloid daily, since 1927 and had been named acting president last May 30 after death of Joseph Medill Patterson, publisher. Surviving are his wife and three daughters. Funeral services were held Saturday at Bronxville, N. Y.

Food Co. Places

STERLING POINT FROZEN FOOD Co., Jersey City, Sept. 3 for 13 weeks starts sponsorship of Carlton Fredericks, food expert, on WHN New York, Tues.-Thurs 1:45-2 p.m. Firm plans to use spot on other stations in area. Agency is Sterling Adv., New York.

At Deadline ...

FCC GRANTS 8 FINAL, 15 CONDITIONAL FM CPs

CONDITIONAL GRANTS, subject to engineering conditions, announced by FCC Friday for 15 FM applicants. Regular permits went to five applicants previously given conditional grants, plus three regulars in lieu of conditions previously attached to permits.

Grant to WILM Wilmington, Del., made on condition J. Hale and John F. Steinman, owners of Steinman stations, give up combined one-third interest in WILM licensee. Grant to WDEL Wilmington, principally owned by Steinmans, on condition they have no interest in any other FM station in same community. (Steinmans sold interest in WILM in early June to Alfred G. Hill and associates, giving latter 100% ownership, and FCC was informally notified. Sale price understood to be about $75,000.)

Santa Clara Broadcasting Co. application for San Jose FM conditionally granted after FCC granted petition to request Class A instead Class B station. Application and that of FM Radio & Television Corp. removed from hearing docket.

Franklin Broadcasting Co. new FM application for Philadelphia designated for hearing with seven other applications there. Hearing, with eight applicants now seeking four available Class B channels, scheduled Sept. 9-13. Also consolidated were four Class B applications for Charlotte, N. C. area: Surety Broadcasting, Capitol Broadcasting, WSOC Charlotte, Intercity Adv. (WAYS Charlotte).

Leonard A. Versluis (WLAV Grand Rapids), former president, Associated Broadcasting System, among FM conditional grantees.

Conditional grants (with interest in AM station shown in parenthesis):

Voice of Alabama, Birmingham (WAPI), Class B; Santa Clara Broadcasting Co., San Jose, Calif., Class A; WDEL Inc., Wilmington, Del. (WDEL), Class B on condition owners have no interest in any other FM station in community; Delaware Broadcasting Co., Wilmington (WILM), Class B on condition Steinmans relinquish all interest in Delaware Broadcasting Co.; Voice of Augusta, Augusta, Ga. (WPDQ), Class B; Tri-City Broadcasting Co., Davenport, Iowa (WOC), Class B; Topeka State Journal Co., Topeka Kan., Class B; Southeastern Massachusetts Broadcasting Corp., New Bedford, Mass., Class A; Leonard A. Versluis, Grand Rapids (WLAV), Class B; Radio Industries Broadcast Co., Asbury Park, N. J. (WCAP), Class A; Lucian E. Kinn, Fostoria, Ohio, Class B; Radio Americas Corp., San Juan, P. R., Class A; Larus & Bro., Richmond (WRVA), Class B; Blue Ridge Broadcasting Corp., Roanoke, Class B; Daily Gazette Co., Charleston, W. Va., Class B.

Following permittees granted regular CPs (power given is effective radiated power; antenna height is height above average terrain):

Saginaw Broadcasting Co. (WSAM), Saginaw, Mich., Class B, 98.3 mc (Channel No. 252), 15 kw, 410 feet; Inland Broadcasting Co. (KBON), Omaha, Neb., Class B, 92.1 mc (No. 221), 330 kw, 700 feet; Kingsley H. Murphy (KSO), Des Moines, Iowa, Class B, 101.3 mc (No. 267), 154 kw, 505 feet; Capitol Broadcasting Co. (WRAL), Raleigh, N. C., Class B; 95.3 mc (No. 237), 12 kw, 615 feet; Palm Beach Broadcasting Corp. (WWPG), Palm Beach, Fla., Class B; 97.9 mc (No. 250), 7.2 kw, 310 feet.

*Nevada Broadcasting Co. (KENO), Las Vegas, Nev., Class A, 104.3 mc (No. 282), 330 w, 125 feet; *Contra Costa Broadcasting Co., Richmond, Calif., Class A, 104.7 mc (No. 284), 500 w, 340 feet; *Tri-Suburban Broadcasting Corp., Silver Spring, Md., Class A; 104.3 mc (No. 282), 440 w, 360 feet.

*In lieu of previous conditions specified.

HASTINGS ON FULL MBS

HASTINGS (Mich.) Mfg. Co. (piston rings, Casite), contracts for 52-week sponsorship of unselected program on full Mutual network 7-7:30 p.m. Tues. (CDT), Oct. 15, DeWitt Mower, MBS midwest sales manager, announced. Program replaces *Nick Carter*, which moves to Sunday 5:30-6 p.m. (CDT). Hastings agency, Keeling & Co., Indianapolis.

WKVM SALE AUTHORIZED; KHQ ASSIGNMENT APPROVED

SALE of Puerto Rico Advertising Co.'s 50% interest in WKVM Arecibo, P. R. to Ralph Perez Perry, WKVM manager and co-owner, and Julio Vidal, Aricebo and Mayaguez businessman for $9,375 approved by FCC Thursday, announced Friday. Mr. Perry, already half owner WKVM, gets 6.13% more for $1,150 and Mr. Vidal gets 43.866% for $8,225 [BROADCASTING, May 20]. Transferor is licensee WPRA Mayaguez.

FCC also gave Louis Wasmer his name back by approving assignment of license of KHQ Spokane, which Mr. Wasmer sold to Spokane Chronicle Co. for $1,295,000-plus [BROADCASTING, Feb. 11], from Louis Wasmer Inc. to KHQ Inc., subsidiary of Chronicle Co. Mr. Mr. Wasmer owns KGA Spokane. KHQ Inc. physical properties and goodwill valued at $850,000 in application, FCC said.

LICENSE RENEWALS GRANTED

REGULAR RENEWALS of following station licenses to Nov. 1, 1948 announced Friday by FCC: WADC Akron, WNBF Binghamton, N. Y.; WNEL San Juan, P. R.; KHSL Chico, Calif.; WATR Waterbury, Conn. (Comr. C. J. Durr voting for further inquiry on KHSL and WATR applications). Renewal to May 1, 1948: WDGY Minneapolis. Extension of special temporary authority to Nov. 1: KOMA Oklahoma City. Present licenses further extended 60 days: WIP Philadelphia (main and auxiliary transmitter), KVOD Denver. Renewal to Aug. 1, 1948: KOTN Pine Bluff, Ark. To May 1, 1949: WDEV Waterbury, Vt. and auxiliary, WKAQ San Juan, P. R. and auxiliary; KTSA San Antonio, WIS Columbia, S. C., WSGN Birmingham, Ala. To Aug. 1, 1949: KIUL Garden City, Kans.

Four stations continued on temporary licenses to Nov. 1, 1946 pending receipt and/or consideration of information requested under Communications Act Sec. 308(b) regarding disclosure of information in applications or supplementary statements: WKBN Youngstown, Ohio; KLAC Los Angeles; KOB Albuquerque, KSJB Jamestown, N. D.

WLIB IN JOINT HEARING

WLIB New York application to go from 1 to 10 kw on 1190 kc and increase from limited to fulltime operation with directional antenna announced by FCC Friday as designated for consolidated hearing with four other applications including WOWO Fort Wayne's to go from 10 to 50 kw on 1190 kc and WIRE Indianapolis' to move from 1430 to 1190 kc and increase power from 5 to 50 kw. WLIB operation now limited to protect WOWO. WIRE-WOWO applications previously set for hearing in Washington Sept. 20. Others added to hearing: Suburban Broadcasting Co. for new daytime station at Framingham, Mass. on 1190 kc with 1 kw, and Scenic City Broadcast Co. for limited-time Middletown, R. I. on 1200 kc with 250 w.

AMERICAN TOBACCO Co. (Lucky Strikes) and American Cigarette & Cigar Co. (Pall Mall) placing all advertising, effective Sept. 28, with Foote, Cone & Belding, N. Y. American Tobacco sponsors *Jack Benny Show* and *Frank Morgan Show*. Both accounts formerly handled by Ruthrauff & Ryan, N. Y.

PIGSKIN PRELUDE

AS KICK-OFF whistle for Michigan football, Owen Uridge, general manager, WJR Detroit, entertains athletic directors and coaches of 15 Michigan colleges at banquet and broadcast 10:30-11 p.m. Sept. 6. Roundtable discussion theme: Michigan teams compete with majority of elevens from 48 states.

BOLER TO MAKE NEW OFFER FOR NETWORK REFINANCING

REFINANCING and reorganization of North Central Broadcasting System outlined at meeting between John W. Boler, network head, and creditors. No commitments made but understood Mr. Boler will offer at meeting Sept. 3 to make substantial down payment on indebtedness with balance to be financed over period of years in return for removal of firm's assets from escrow [BROADCASTING, Aug. 19].

Mr. Boler understood to have Chicago backer who promised to give definite answer whether his firm would finance network's reorganization. Creditors at meeting last week expressed desire to maintain network operations and indicated they would listen to any proposals which would help NCBS return to state of solvency.

NEW KEYSTONE RATES

NEW RATE CARD (Number 55) issued by Keystone Broadcasting System. In addition to rates, card contains ready reference guide of stations, call letters, location and market data. Current KBS advertisers protected under former rate card Number 54 for one year. New advertisers likewise protected under former card for year provided firm orders received by record network on or before Oct. 15 for broadcasting to start by Dec. 1.

INTERMOUNTAIN Network, Texas Quality Network and CBS Pacific Coast Network supscribers to first BMB station, network audience survey, making eight regional network subscribers.

Closed Circuit

(Continued from page 4)

release them to State. Unless somebody gives, Benton expected to ask Secretary Byrnes to go to White House for executive order.

OPERATION of shortwave transmitters in U. S. threatens to become problem once more. World Wide Broadcasting Foundation (WRUL Boston, etc.) readying own programming for 25% of time, under Ball amendment to State Dept.'s appropriation bill. State Dept. trying to parry Walter Lemmon, World Wide president, suggesting Boston licensee permit State to continue full operation for time being. All licenses extended by FCC to Sept. 30 on condition that State program outlets. That was before Congress passed Ball amendment, limiting State's operations to 75% of time without licensee's consent. When World Wide files for renewal, new program plans will be submitted but State understood reluctant to relinquish any frequency for even 25% of time.

PARKER PEN Co. considering sponsorship of *Information Please*, possibly for Wednesday evening spot preceding Philco Corp.'s *Bing Crosby Show* on ABC. Conferences between pen company and Dan Golenpaul, owner of quiz show, expected to be concluded this week.

SIX NEW AM STATIONS ARE AUTHORIZED BY FCC

GRANTS for six new AM stations announced Friday by FCC. One, in hearing case, went to Suburban Broadcasters, Dearborn, Mich., after Henry F. Fett withdrew competing application. Richfield, Utah, grant came from FCC's "Processing Line No. 1" (simple 250-w applications); those for Stamford and Goose Creek, Tex., Huntington, W. Va., and Columbia, S. C., in "Line 3," composed of applications on which engineering study had been completed Aug. 13 [BROADCASTING, Aug. 19].

FCC sources re-emphasized apparent deviations sometimes noted in "orderly processing" method due to greater complexity of some applications, need for additional information, etc., with result older applications sometimes take longer than some newer cases to get final action.

Controlling interest in Columbia grantee, Palmetto Radio Corp., owned by three members of U. of South Carolina electrical and mechanical engineer departments. Authorization subject to conditions relating to possible interference if Augusta (Ga.) Chronicle Broadcasting Co.'s application for same frequency (1230 kc) is granted.

Grants were:

Stamford, Tex.—David W. Ratliff, OPA employe, former announcer KDNT Denton, Tex. 1400 kc 250 w full time. Granted Aug. 29.

Goose Creek, Tex.—Bay Broadcasting Co. 650 kc 250 w daytime only. Principals (each with 20%): Carter Quinn Alexander, owner Bay Awning & Shade Co., Pelly, Tex., president; Olin Jackson Howell and David Griffin Killough, both in oil business, Baytown, Tex., vice president and secretary-treasurer, respectively; Clell Quinn Thorpe and Hendley Robert Grobe, Houston insurance agents, directors. Granted Aug. 29.

Richfield, Utah—Sevier Valley Broadcasting Co. 690 kc 1 kw daytime only. Sole owner: William L. Werner, formerly in mortuary business 30 years, former Richfield mayor and city councilman. Granted Aug. 29.

Huntington, W. Va.—Greater Huntington Radio Corp. 800 kc 1 kw daytime only. Principals: A. B. Hyman, president; S. J. Hyman, secretary. Members of Hyman family control Greater Huntington Theatre Corp., whose subsidiaries control radio grantee firm. Granted Aug. 29.

Columbia, S. C.—Palmetto Radio Corp. 1230 kc 250 w fulltime. Principals: Samuel Litman, head of Electrical Engineering Dept., U. of South Carolina, president, 14%; Jules W. Lindau 3d, professor mechanical enginering, USC, vice president, 29%; William E. Benns Jr., USC professor, consulting radio engineer, minority stockholder in AM applicant for Birmingham, Ala. (Voice of Dixie), secretary-treasurer, 14%; Robert L. Easely, chief radio engineer South Carolina statewide radio system, minority stockholder in AM applicants for Laurens, S. C. (WLBG Inc.) and Charleston (Fort Sumter Broadcasting Co.), 14%; Irwin Kahn, manager Kahn & Jackson Utility Contractors, Columbia, 14%; Van M. Lee, WAIM Anderson, S. C. salesman, 14%. Granted Aug. 29.

Dearborn, Mich.—Suburban Broadcasters. 1540 kc 1 kw daytime only. Equal partnership: Frederick A. Knorr, Detroit insurance man, formerly with WJBK and WJLB Detroit; Harvey R. Hansen, president Hansen Wholesale Lumber Co., Dearborn; William H. McCoy, Detroit life insurance underwriter. Granted Aug. 29.

THOMPSON JOINS HALEY

CHARLES E. THOMPSON, Washington radio attorney associated with office of late George B. Porter, joins office of Andrew G. Haley, 1703 K St., N. W., Washington. Until Oct. 1 he retains offices at 1101 Earle Bldg. Mr. Thompson, graduate of U. of Toronto, Canada, and Georgetown Law School, Washington, associated with Mr. Haley from 1942-44, when Messrs. Haley and Porter were partners.

MONTGOMERY WARD DISCS

MONTGOMERY WARD & Co., Chicago (retail), Sept. 9 starts five weekly 15-minute transcribed *Art Baker's Notebook* on more than 100 stations nationally. Firm placing direct and tieing in with local stores. Contracts for 52 weeks. Station list to be expanded. Extensive promotional campaign released simultaneously. Custom-built show produced by Cardinal Co., Hollywood, with cutting by 6000 Sunset Blvd. Recording Studios, Hollywood.

REGATTA RIGHTS

ROBERT J. ENDERS Adv., Washington, agency which uses air time to plug itself, given exclusive network commercial rights for President's Cup Regatta on Potomac, Sept. 20-22. WRC Washington tentatively scheduled preliminaries, 1:30-5 p.m. Sept. 21 for NBC. Enders offering main event to Army Recruiting as well as 28 national accounts. Regatta first since war. Guy Lombardo, radio orchestra leader who won Gold Cup race at Red Bank, N. J. fortnight ago, one of President's cup contenders. WNBT New York, NBC video outlet, will film race for telecast. Stanley Bell, WRC sales, radio chairman of President's Cup Regatta Assn.

CBS RAISES SALARIES OF 900 EMPLOYES

CBS Friday announced salary increase of at least 10%, effective Sept. 1, to more than 900 employes. Increase based on June 30, 1946, salary rates and applies to all New York employes receiving $100 or less per week and not currently covered by union or other agreements.

Frank Stanton, network president, said salary increases are result of job classification survey. Where minimum rates under new job classifications call for increases above 10%, employes receive increased amount. "We believe that these salary adjustments will correct such inequities as our survey has disclosed and will also offset to some extent the economical pinch which has become acute in recent months," said President Stanton.

WABC BECOMES WCBS; SHIFTING FM, VIDEO CALLS

WABC, New York key of CBS, becomes WCBS in shift of call letters approved by FCC and announced Friday. WCBS Springfield, Ill., ABC affiliate, and its WCBS-FM change calls to WCVS and WCVS-FM. CBS retains WABC as relay station call, adds "FM" and "TV" to WCBS to designate FM and video stations. WCBW, television station, thus becomes WCBS-TV, while WABC-FM changes to WCBS-FM. Relay stations WEHG and WEHK switch to WABC and WCBW respectively.

Network officials made no formal comment, but it was understood changes not to become effective before Nov. 1. CBS interest in changing to new calls obviously stimulated by similarity of present call of New York key to letters of rival network, plus additional promotional benefit deriving from station having same letters as network owning it.

WCFL GETS 50 KW

POWER INCREASE from 10 to 50 kw approved for WCFL Chicago, Chicago Federation of Labor outlet, FCC announced Friday. Station, operating on 1000 kc, authorized install new transmitter, change directional antenna day and night.

BARR TAKES 'SHADOW'

G. BARR & Co., Chicago (Balm Barr Lotion), sponsors *The Shadow* on MBS over 100 stations and Don Lee Broadcasting System, effective Sunday, Sept. 8. Arthur Meyerhoff & Co., Chicago, is agency. Sponsor to participate in Nationally Advertised Brands Week as merchandising tie-in.

People

JULIE DICKINSON, chief, radio section, American Red Cross national headquarters, Washington, Sept. 16 joins J. Walter Thompson Co. as Washington representative, succeeding ELAINE EWING MESERVEY, who leaves Sept. 20 to join husband, Douglas Meservey in Beverly Hills, Calif. (See page 25.)

STANLEY E. HUBBARD, president and general manager, KSTP St. Paul, in New York last week on station business.

ARCH DOUGLAS, former AAF captain, appointed business manager of radio department Erwin, Wasey & Co., N. Y.

FRED W. SCHUSTER, formerly of Advertising Dept., Swift & Co., Chicago, joined Griswold-Eshleman Co., Cleveland agency, as assistant account executive.

MILTON MARSHALL, former assistant news and trade editor, NBC Press Dept., named assistant to Ovid Riso, director, advertising and promotion, Philco International Corp., N. Y.

DON G. MITCHELL, president, Sylvania Electric Products, named to National Distribution Council, formed to help American industry improve distribution.

MARTIN WORK, shifting from N. Y. to Hollywood, named West Coast production supervisor, Young & Rubicam.

TO ATTEND RCA-IT&T SHOWS

FIVE FCC Commissioners and several staff members to attend IT&T and RCA demonstrations in New York Sept. 9-10. Slated to go: Acting Chairman Charles R. Denny Jr., Comrs. Paul A. Walker, Ray C. Wakefield, E. K. Jett, Rosel H. Hyde; General Counsel Benedict P. Cottone; Chief Engineer George P. Adair; Chief Accountant William Norfleet; Walter James, assistant to general counsel; Harold Cohen and Lester W. Spillane, assistant general counsels; David Adams, chief, Rate Section, Law Dept.; Cyril M. Braum, chief, FM Broadcast Branch; Walter L. Davis, assistant chief, Safety & Special Service Branch, Emergency and Miscellaneous Division.

PRELATE GIVEN TIME

DEMANDING time to answer commentary of Upton Close, The Most Rev. Bernard J. Sheil, Chicago Archdiocese auxiliary bishop, given half Mr. Close's Sept. 3 period, 9:15-9:30 p.m., EST, by Mutual. Mr. Close had commented on speech by Bishop Sheil at American Veterans Committee June convention.

BRUNDIGE SIGNED

BILL BRUNDIGE, WOL Washington sportscaster, signed Friday to handle color for all Mutual football games this fall, assisting Russ Hodges, whom he replaced at WOL. N. W. Ayer & Son, Philadelphia, agency for U. S. Army Recruiting Service, games' sponsor.

PRUDENTIAL MORNING SHOW

PRUDENTIAL INSURANCE Co., Newark, begins *Jack Berch Show* on NBC Sept. 30. Show formerly on ABC, to run Mon.-Fri., 10-10:15 a.m. Agency, Benton & Bowles, N. Y.

WIND Chicago, 5 kw independent, moves studios next spring from 230 No. Michigan Ave. to second floor of Wrigley Bldg.

Bob Riley has three college degrees from Rice Institute, Kansas State Teachers and Kansas University.

Marketcasts Are His Meat . . .

Another KMBC *exclusive* is a studio at the world's largest livestock building in Kansas City. From here three reports daily are broadcast by KMBC to that 49% of the listeners who fill the foodbasket of the nation from the *Heart of America.*

Bob Riley, an experienced marketcaster, gives his full-time attention to these livestock summaries. His background in broadcasting dates back to 1921 when as a youth of 24 he appeared over an Emporia, Kansas radio station.

Farm magazines throughout the country regularly publish his articles upon livestock market conditions. As a public speaker, he is in constant demand for stockmen meetings, civic club luncheons and educational assemblages.

Yes, with farmers, as with all other segments of the listening audience, the *program is the thing.* For over a quarter-century KMBC has been zealously pursuing ever increasing horizons in program service.

KMBC

OF KANSAS CITY

Free & Peters, Inc.

SINCE 1928—BASIC CBS STATION FOR MISSOURI AND KANSAS